### Entrepreneurial Skills Workshop - "The Economics & Art of Negotiation...What It's All About"

**Leader:** Jerome M. Zaslow, Chairman of the Board & Chief Strategist ATD-American Co.

Jerome M. Zaslow (Jerry) is a native Philadelphian who graduated from South Philadelphia High School for Boys in 1943. He studied the Commercial Course since he never expected to attend college, but a 23-year-old salesman employed in his father's South Street linen and curtain store advised Jerry to attend college "even if you never use it". Jerry sought the advice of his mother who dropped out of high school at age 14. She said, "Ok, if you want to go", and suggested the Wharton School at the University of Pennsylvania because her father, an immigrant tailor, had a customer who was a professor at Wharton and "he was such a nice man".

Jerry completed his degree during wartime acceleration, graduating in 1945 at the age of 20, and joined the family retail business, founded in 1931 by his father. In 1952, Jerry changed the business model to American Textile Distributors, a wholesale textile bid business that catered to agencies of cities, counties, states and the federal government, worldwide. Business and institutional office furniture was added to the product line in the 1960s, and the company name was changed to ATD-American Co. (ATD). Law enforcement products were added in later years and in September 2001, the day after 9/11; ATD acquired 104 year old Thomaston Mills, the last textile company remaining in the US, manufacturing bedsheets and pillow cases. In February of 2008, ATD also acquired Adirondack Direct, a $20,000,000 direct mail furniture catalog company that focused on the church, school and business markets.

Currently, ATD, with their staff of 250 valued employees, is approaching the $100,000,000 mark and its mission is to profitably grow organically and through acquisition. Janet Wischnia, a Drexel MBA and Jerry's oldest daughter, is President and CEO of ATD while Jerry is Chairman of the Board and Chief Strategist. Next generation …look out for Jake, Janet's son…he is dynamite.

**Venue:** Laurence A. Baiada Center, 3225 Arch Street, Ground Floor

**Time:** 6:00 p.m. – 8:30 p.m.

Register Now: [http://www.lebow.drexel.edu/Event/1943](http://www.lebow.drexel.edu/Event/1943)

### Breathing Life Into Your Business Idea

**Leader:** Mark P. Loschiavo

**Mentors On Call:**

Emily Missner, Business Librarian

**Venue:** Laurence A. Baiada Center, 3225 Arch Street, Ground Floor

**Time:** 5:00 p.m. – 7:00 p.m.

# 2008 - 09 Calendar of Events

## GLOBAL ENTREPRENEURSHIP WEEK 2008
### November 17th – 21st

### “Innovations for the Aging Baby Boomer Market”

| Leader | Celebration of Entrepreneurship Week 2008. Dr. Majd Alwan, a noted researcher and authority on aging-services technologies and East Coast Director of the Center for Aging Services Technologies (CAST) will present innovations being developed through an interdisciplinary effort of corporations, government, health care organizations, and academia that will enable older persons to stay in their homes safely for a longer period of time. The keynote address will be followed by the presentation of Drexel students of their concept to improve the lives of senior citizens. Following the competition will be a luncheon and awards. For a copy of the competition rules contact: Dr. Jean S. MacFadyen - jsm43@drexel.edu |

| Venue | Mitchell Auditorium, Edmund D. Bossone Research Enterprise Center |
| Time | 10:00 a.m. – 1:30 p.m. |

### Agenda

- 10 a.m. - Keynote Address - Dr. Majd Alwan, East Coast Director, Center for Aging Services Technologies (CAST)
- 11 a.m. - Student Concept Competition, judged by industry experts including Dr. C. Everett Koop, former Surgeon General of the United States
- 12:30 p.m. – Networking Luncheon and Awards Presentation (Lobby)

Contest sponsored by Drexel University’s College of Nursing, LeBow College of Business, College of Engineering, School of Biomedical Engineering, Science and Health Systems, College of Information Science and Technology, and Westphal College of Media Arts & Design.

### “Open Innovation – Sharing Intellectual Capital”

| Leader | Joint Student Entrepreneurial Clubs |
| Venue | Behrakis Grand Hall, Creese Student Union Complex |
| Time | 8:00 a.m. – 10:00 a.m. |
| Register Now | by Invitation Only |

### “The Meaning and Value of Entrepreneurship Globally”

| Leader | Drexel University participates in regional/statewide event for global recognition |
| Venue | World Cafe Live, 3025 Walnut Street, Phila., PA |
| Time | TBD |
Entrepreneurial Skills Workshop – “Opportunities for Entrepreneurship for the non-U.S. Citizen: A Legal Perspective

Leaders

Min Suh, Attorney at law, Fox Rothschild LLP
Mark G. McCreary, Corporate Attorney, Fox Rothschild LLP

November 18, 2008
5 - 7 p.m.
Laurence A. Baiada Center
3225 Arch Street, Ground Floor of the Academic Building
Drexel University’s Main Campus

What are the requirements that are necessary for non-U.S. citizens to start businesses in the U.S. How does the process work? Do some industries present more opportunities? Attend this session to learn about the legalities entrepreneurs face in this arena.

Min S. Suh, a partner with Fox Rothschild LLP, focuses her practice on business immigration law. Ms. Suh has handled various matters before the U.S. Departments of State, Labor, and Homeland Security including enforcement proceedings, non-immigration applications, employment-based petitions, labor certification applications, citizenship and naturalization proceedings, and consular processing. She manages complex immigration matters and trains employers on related topics such as employment verification compliance, employment discrimination, hiring practices, and employment policies. Ms. Suh's experience also includes developing management strategies and performing due diligence to assess possible penalties and minimize deficiencies before and after mergers and acquisitions and representing employers on employer sanctions cases under the Immigration Reform and Control Act of 1986. She has authored numerous articles and lectured frequently on topics related to her practice area. She is admitted to practice in Pennsylvania and New Jersey, and is a board member of the Pennsylvania Bar Institute, a continuing legal education arm of the Pennsylvania Bar Association. Per the Supreme Court of Pennsylvania's appointment in 2004, Ms. Suh served a three-year term on the Disciplinary Board, which assists the Court in carrying out its exclusive jurisdiction over the licensing and discipline of attorneys in Pennsylvania.

In 2008, Ms. Suh has been selected a "40 Under 40," a recognition by the Philadelphia Business Journal honoring the top 40 business professionals in Pennsylvania. She has been selected a "Super Lawyer" by Philadelphia Magazine and Law & Politics Magazine in 2006, 2007 and 2008, and also recognized as one of thirty statewide Lawyers on the Fast Track by the Legal Intelligencer. Ms. Suh received her B.S. from Stockton State College and her J.D. from Widener University School of Law.

Mark McGeary focuses a segment of his practice on intellectual property and the law of the Internet. He prosecutes various intellectual property matters, negotiates transactions, and provides counsel on a wide range of technology-related matters including:
• copyright application, analysis, protection, and enforcement
• trademark availability opinions, application preparation, and licensing
• patent licensing
• software licensing and digital data security protection
• Internet hosting, design agreements, and data-sharing agreements
• preparation and launch of Website e-commerce stores
• online transactions
• product and brand integration with operating systems and related advertising agreements
• administrative and federal domain-name ownership challenge procedures involving the Internet Corporation for Assigned Names and Numbers (ICANN) domain-name dispute resolution procedure, the Federal Anti-Cybersquatting Act, and anti-cybersquatting claims in general

In addition, Mark practices general corporate and securities law, which includes:
• drafting confidentiality policies
• analyzing the exposure of prospects in potential acquisitions
• providing advice on venture capital offerings and securities filings
### 2008 - 09 Calendar of Events

- Handling privacy issues under the Gramm-Leach-Bliley Act and related requirements for the privacy of consumer financial information.
- Bankruptcy law and financial transactions, representing secured and unsecured creditors and focusing on debtors’ and creditors’ rights and trustees and creditors’ committees.
- The Health Insurance Portability and Accountability Act (HIPAA) and related privacy protection of patient medical records.
- Privacy protection of personal credit information, including regulations under the Fair Credit Reporting Act (FCRA).

Mark writes for numerous legal and technology publications and is a frequent media source on these issues. He was selected as a "Pennsylvania Rising Star" by Philadelphia Magazine and Law & Politics Magazine (2006, 2007).

**Venue**
Laurence A. Baiada Center, 3225 Arch Street, Ground Floor

**Time**
5:00 p.m. – 7:00 p.m.

**Register Now**
[http://www.lebow.drexel.edu/Event/1939](http://www.lebow.drexel.edu/Event/1939)

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<table>
<thead>
<tr>
<th>“Spirit of Entrepreneurship in Life Saving Solutions”</th>
<th>Wednesday, November 19, 2008</th>
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</thead>
<tbody>
<tr>
<td><strong>Leader</strong></td>
<td>Agenda</td>
</tr>
<tr>
<td>12:00 – 2 p.m. – Career Fair</td>
<td>1:00 – 3:30 p.m. – Biomedical Technology Showcase &amp; Posters Competition</td>
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<tr>
<td>1:00 – 3:30 p.m. – Biomedical Technology Showcase &amp; Posters Competition</td>
<td>3:30 – 5:30 p.m. – Venture Fair</td>
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<tr>
<td>3:30 – 5:30 p.m. – Venture Fair</td>
<td>6:00 p.m. – Gala</td>
</tr>
<tr>
<td><strong>Venue</strong></td>
<td>Edmund D. Bossone Research Enterprise Center and Great Court, 31st and Market Streets, Phila., PA 19104</td>
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<tr>
<td><strong>Time</strong></td>
<td>12:00 p.m. – 8:00 p.m.</td>
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<thead>
<tr>
<th>“SLA Creations”</th>
<th>Wednesday, November 19, 2008</th>
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</thead>
<tbody>
<tr>
<td><strong>Leader</strong></td>
<td>A business concept training session for high school students from the Science Leadership Academy - Hosted by the Laurence A. Baiada Center for Entrepreneurship</td>
</tr>
<tr>
<td><strong>Venue</strong></td>
<td>Laurence A. Baiada Center, 3225 Arch Street, Ground Floor</td>
</tr>
<tr>
<td><strong>Time</strong></td>
<td>1:30 p.m. – 3:30 p.m.</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>“Being Your Own Boss: The Road from College Student to Entrepreneur”</th>
<th>Wednesday, November 19, 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leader</strong></td>
<td>Interested in starting your own business? Then don’t miss this important program!</td>
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<tr>
<td></td>
<td>This employer panel will bring together business professionals who exemplify entrepreneurship. The panel will provide insight into the steps needed to start, maintain, and grow your own business.</td>
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<tr>
<td></td>
<td>Panel will include:</td>
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<tr>
<td></td>
<td>Joseph A. Auteri, MSFS, AEP (class of 93)</td>
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<tr>
<td></td>
<td>Partner- Financial Adviser</td>
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<td></td>
<td>Berardi, Auteri and Associates, LLP</td>
</tr>
<tr>
<td></td>
<td>Mike Englisch (class of 2008)</td>
</tr>
</tbody>
</table>

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### 2008 - 09 Calendar of Events

#### Director of Marketing and Sales
HELIX Drinks
Mike Khatiwala (class of 2008)
Managing Member
Delaware Hotel Group
Gary A. Frank, Esq.
Chairman & CEO
LCG, Ltd.-H.E.L.P.

Networking will take place following the event and refreshments will be provided.

**Venue**
Matheson Hall – Room 109, 3220 Market Street, Phila., PA 19104

**Time**
5:00 p.m. – 7:00 p.m.

**Register Now**
http://www.lebow.drexel.edu/Event/1879

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**Entrepreneurial Breakfast Forum – “Youth Experiences – Influence on Entrepreneurial Success”**

**Thursday, November 20, 2008**

**Leader**
Baiada Center Entrepreneurial Breakfast Series
“Youth Experiences: Influence on Entrepreneurial Success”

Whether talking about sports, scouting, music, dance or chess, does competing and excelling at the highest levels early in life influence an individual's success as an entrepreneur later in life?

- Are people who excel in at least one youth activity more likely to be successful entrepreneurs?
- Given our current lifestyles, are we preparing our youth to compete successfully in this ever increasingly entrepreneurial world?

**Panelists:**
- Robert S. Adams, Managing Partner
  NextStage Capital
- Sandra Urdaneta Hartmann, MD, PhD, CEO
  Renaissance Scientific, LLC
- Chris Henry, CEO
  Cenero, LLC
- Robert Norris, President
  Complete Healthcare Communications, Inc.

**Moderator:**
Mark P. Loschiavo, Executive Director
Laurence A. Baiada Center for Entrepreneurship and Senior Executive in Residence, LeBow College of Business

November 20, 2008
7:30 • 10:00 A.M.
George D. Behrakis Grand Hall
Creese Student Union Complex
32nd and Chestnut Streets
Philadelphia, Pennsylvania

Register online at http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php.
## 2008 - 09 Calendar of Events

For more information, contact Terri McIlhenney at terrim@drexel.edu or 215-895-0302.

The Laurence A. Baiada Center's Entrepreneurial Breakfast Forums link companies, institutional and private investors, research institutions and the Drexel community to provide thought leadership in best practices of entrepreneurship.

The Baiada Center for Entrepreneurship is hosting this event as a partner in Global Entrepreneurship Week, November 17-23 2008, an initiative to inspire young people to embrace innovation, imagination and creativity. To think big. To turn their ideas into reality. To make their mark.

### “The Science of Business: Leadership and Entrepreneurship”

**Leader**  
Speakers:  
Dr. Patrick Saparito and Dr. Jonathan Ziegert of LeBow College of Business, Management Dept.

Are corporate leaders also entrepreneurs? Are entrepreneurs also leaders? Join us as we engage two of Drexel's business faculty, whose research focuses extensively on Leadership and Entrepreneurship, in a panel discussion on the similarities and differences, their background in the areas, and any other audience questions. The presentation will be followed by a reception and networking event.

Sponsored by: Drexel Entrepreneur Association and LeBow College of Business

**Venue**  
Behrakis Grand Hall – Creese Student Union Complex – 32nd & Chestnut Streets

**Time**  
7:30 a.m. – 10:00 a.m.

**Register Now**  

### “What It Means To Be An Entrepreneur”

**Leader**  
Baiada Center Entrepreneurs present their companies to high school students enrolled in The National Foundation for Teaching Entrepreneurship (NFTE) program.

**Venue**  
Laurence A. Baiada Center, 3225 Arch Street, Ground Floor

**Time**  
9:00 a.m. – 1:00 p.m.

### Entrepreneurial Skills Workshop - “Funding Startups Without Selling Shares: SBIR Grants”

**Leader**  
Workshop Leaders:  
Aron Starosta Ph.D.  
Managing Partner  
EvoTx LLC  

David Smyk  
Enterprise Solutions  
EvoTx LLC

Getting funding to start a venture is the most difficult challenge that entrepreneurs face. Should they approach friends and family, angel investors, VC’s? Or should they look for bank loans? What percentage of the business should be exchanged and at what price? One solution to explore is financing through grants. Attend this workshop to learn from two leaders who have proven success in securing SBIR grants and can help increase
2008 - 09 Calendar of Events

your chances of funding your business without giving it away.

December 1, 2008
6-8:30 p.m.
Laurence A. Baiada Center
3225 Arch Street, Ground Floor of the Academic Building
Drexel University's Main Campus

Smyk is a seasoned financial executive with over 30 years of experience with Fortune 100 firms. In 2002, Smyk capped a 15 year career with Aetna/US Healthcare (USHC) where as former VP/Treasurer of USHC and Treasurer of the HMO unit for Aetna, Inc., he managed a $1.4 billion investment portfolio as well as the associated cash management, risk management, banking, escheatment and shareholder relation functions.

From 2002 to 2007, Smyk was a Partner in Healthcare Executive Partners, a Horsham PA based firm dedicated to helping bring health related products to market and accelerate sales of existing pharmaceutical products. Since 2007, though EvoTx, a locally based firm providing business consulting services, Smyk has worked with small firms of varying sizes and types to improve their top line growth and bottom line results. Through Nuvis Consulting which Smyk founded in 2000, he has also personally coached business owners on their personal and business finances so they can lead more successful and satisfying lives.

For the last several years Smyk has also applied his business skills and assisted in the growth of aspiring entrepreneurs, through his association with the Drexel University's LeBow College of Business Laurence A. Baiada Center for Entrepreneurship in Technology. A writer of numerous published articles within the investment field, Smyk has also contributed to two books on business management and bond investing.

Smyk earned his BS in Marketing/Finance from Fairleigh Dickson University, and resides in West Chester, PA. There he is an active Rotary International member and gives back to the community as a judge for the National History Day Program and through his work with MADD and the Friends Association for the Care and Protection of Children.

Dr. Aron Starosta has been involved in both Healthcare related and Venture Capital related endeavors since 1992. He was involved in clinical trials and medication development for pharmaceutical companies through faculty appointments at New York University School of Medicine, and The University of Pennsylvania School of Medicine. Dr. Starosta has seen the drug development process through most phases of the process and has been employed as a domain expert by a number of pharmaceutical companies. Dr. Starosta has also served as an independent IT consultant, working on process management, technology transfer, and as the CIO for a mortgage concern interested in applying technology to gain a business advantage over competitors. During this time, Dr. Starosta has also been a member of the VC community, serving on advisory committees and as a paid independent due diligence expert reviewing the technical and commercial viability of numerous startups for over the past 15 years. Dr. Starosta has been employed as a Due Diligence expert for a variety of VCs, and has been a key evaluator of companies looking for investment in the Life Sciences, Healthcare, and IT space, though he has also evaluated many companies outside of these parameters as well over the years.

Dr. Starosta's current portfolio of companies includes a number of healthcare startup companies and applications, medical publishing companies, and green enterprises in the testing and measurement arenas. Dr. Starosta brings a wealth of information on how to appropriately structure and model successful startups, as well as how to attract and secure financing across the gambit of investment opportunities available, including individual, angel, institutional, and government/SBIR grants for business development.

Dr. Starosta holds advanced degrees in Neuroscience and Psychology, and has been involved in academic research and clinical trials work for 13 years. Dr. Starosta currently manages a consulting firm that provides process management/evaluation and structural/developmental help for early stage start-up companies. He also works with later stage companies interested in growth and looking to add new lines of functionality to their existing business. His active clients are located across both coasts of the United


### 2008 - 09 Calendar of Events

<table>
<thead>
<tr>
<th>Event Title</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Listening To Your Business</td>
<td>December 5, 2008</td>
</tr>
<tr>
<td>Breathing Life Into Your Business Plan Idea</td>
<td>January 7, 2009</td>
</tr>
</tbody>
</table>

#### Listening To Your Business

**Leader**

The Laurence A. Baiada Center for Entrepreneurship is pleased to host a special seminar for business owners and entrepreneurs in Greater Philadelphia.

Listening to Your Business, a half-day seminar, is focused on developing a three-year vision for your business.

Created by the Kauffman Center of Kansas City, this program will be facilitated by Drexel University alumnus and Baiada Center advisor Bill Ringle '93, founder and head coach of myBusinessGym (www.myBusinessGym.com), an entrepreneur leadership development center.

**WHEN:** Friday, December 5, 2008, 8 a.m. - 12 p.m. Continental breakfast and networking at 8 a.m.

**WHERE:** The Baiada Center, 3225 Arch Street, ground floor, on Drexel's main campus

**WHO:** This workshop is open to the wider entrepreneurial community in Greater Philadelphia

**COST:** $149 general admission; $125 with Global Entrepreneurship Week or myBusinessGym coupon; Drexel alumni $99. Registration will open in mid-October.

Entrepreneurs at all stages of development are invited to attend this seminar --from starting up to preparing to cash-out. Bring your goals, bring your dreams, and bring your passion. We'll supply the rest!

#### Breathing Life Into Your Business Plan Idea

**Leader**

This workshop is designed for Drexel student teams who are developing business plans for submission into the 2009 Business Concept Competition or Business Plan Competition. The elements of a sound business plan will be reviewed; you will meet the Hagerty Library business librarian and the Baiada team of mentors; and all Baiada Competitions will be introduced. This event provides an excellent opportunity to network with fellow students and build your competitive team.

**Breathing Life into Your Business Plan Idea**

**Agenda:**

- The Elements of an Effective Business Plan
- Getting Aquainted with Library Resources
- Meet the Mentors on Call
- Overview of Baiada Center Competitions
- Refreshments and Networking

**Venue**

Laurence A. Baiada Center, 3223 Arch Street, Ground Floor

**Time**

12:00 p.m. – 2:00 p.m.

**Register Now**

## 2008 - 09 Calendar of Events

<table>
<thead>
<tr>
<th><strong>Entrepreneurial Skills Workshop</strong></th>
<th><strong>January 15, 2009</strong></th>
</tr>
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<tbody>
<tr>
<td><strong>“How To Bootstrap a Product-Based Company?”</strong></td>
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<tr>
<td><strong>Leader</strong></td>
<td>Steve Welch, Parker Mitos</td>
</tr>
<tr>
<td><strong>Venue</strong></td>
<td>Laurence A. Baiada Center, 3225 Arch Street, Ground Floor</td>
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<tr>
<td><strong>Time</strong></td>
<td>6:00 p.m. – 8:30 p.m.</td>
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<tr>
<td><strong>Register Now</strong></td>
<td><a href="http://www.lebow.drexel.edu/Event/1944">http://www.lebow.drexel.edu/Event/1944</a></td>
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<tr>
<th><strong>Entrepreneurial Skills Workshop</strong></th>
<th><strong>February 11, 2009</strong></th>
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<tbody>
<tr>
<td><strong>“Selling to Economic Decision Makers – Building Relationships to Develop and Win New Customers”</strong></td>
<td></td>
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<tr>
<td><strong>Leader</strong></td>
<td>Presenter: Rich Blumberg, President and CEO World Sales Solutions</td>
</tr>
<tr>
<td><strong>Venue</strong></td>
<td>Laurence A. Baiada Center, 3225 Arch Street, Ground Floor</td>
</tr>
<tr>
<td><strong>Time</strong></td>
<td>6:00 p.m. – 8:30 p.m.</td>
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<tr>
<td><strong>Register Now</strong></td>
<td><a href="http://www.lebow.drexel.edu/Event/1945">http://www.lebow.drexel.edu/Event/1945</a></td>
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<tr>
<th><strong>Concept Competition Finalist – Elevator Pitch</strong></th>
<th><strong>March , 2009</strong></th>
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<tbody>
<tr>
<td><strong>Leader</strong></td>
<td>Mark P. Loschiavo, Executive Director</td>
</tr>
<tr>
<td><strong>Venue</strong></td>
<td>Bossone Research Enterprise Center, 3210 Market Streets, Phila., PA 19104</td>
</tr>
<tr>
<td><strong>Time</strong></td>
<td>5:00 p.m. – 7:00 p.m.</td>
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<thead>
<tr>
<th><strong>Entrepreneurial Skills Workshop – “Managing Your Time for Profits”</strong></th>
<th><strong>March 12, 2009</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Leader</strong></td>
<td>Presenter: Bob Stalbaum Strategies for Success</td>
</tr>
<tr>
<td><strong>Venue</strong></td>
<td>Laurence A. Baiada Center, 3225 Arch Street, Ground Floor</td>
</tr>
<tr>
<td><strong>Time</strong></td>
<td>600 p.m.- 8:30 p.m.</td>
</tr>
<tr>
<td><strong>Register Now</strong></td>
<td><a href="http://www.lebow.drexel.edu/Event/1952">http://www.lebow.drexel.edu/Event/1952</a></td>
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<tr>
<th><strong>Entrepreneurial Skills Workshop – “Managing Cash Flow in A Business Startup”</strong></th>
<th><strong>April 8, 2009</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Leader</strong></td>
<td>Baiada Center Entrepreneurial Skills Workshop/April 8 Laurence A. Baiada Center for Entrepreneurship presents “Managing Cash Flow in a Business Startup” Workshop Leaders: Sandra Anglin-Caldwell, Assistant VP of Finance for ACE Limited, Insurance North America</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>April 8, 2009</td>
</tr>
<tr>
<td><strong>Time</strong></td>
<td>6-8:30 p.m.</td>
</tr>
<tr>
<td><strong>Venue</strong></td>
<td>Laurence A. Baiada Center 3225 Arch Street, Ground Floor of the Academic Building Drexel University's Main Campus</td>
</tr>
<tr>
<td><strong>Register</strong></td>
<td><a href="http://www.lebow.drexel.edu/Event/1952">http://www.lebow.drexel.edu/Event/1952</a></td>
</tr>
</tbody>
</table>

The ability to manage cash flow in a start up can make or break the success of an otherwise great venture. Predicting cash flow can be challenging for the entrepreneur because it is difficult to know how if cash will flow in a steady stream or a trickle. Attend this workshop to learn how to perform a cash flow analysis as a critical health check up for the business, how the process for managing cash flow would work, and the best strategies to use for the duration of the business.
really begins with the business plan and budgeting of revenue, expenses, and capital requirements, and how the process moves into cash flow budgeting and monitoring activities.

Sandra Anglin-Caldwell is a dynamic executive with the ability to guide teams and organizations to unsurpassed levels of performance and productivity. She has a demonstrated track record of establishing departments, developing innovative solutions, and improving bottom-line profitability and revenue growth.

Sandra has more than 16 years of demonstrated expertise leveraging creative and analytical acumen to advance financial and organizational operations. Her highlights in her role as Assistant VP of Finance for Ace Limited include developing a financial compliance team that successfully remediated significant control deficiencies and completed 2004 Sarbanes compliance. She also directed the remediation and resolution of significant reporting issues for a $9B loss reserve balance.

Prior to that, Sandra worked at General Electric as Controllership Manager where she championed the design and implementation of a controllership assessment process to ensure adequate financial controls existed in process improvement initiatives.

Equipped with an Executive MBA and a BA in Accounting, as well as qualifications as Chartered Accountant (CA), and a Certified Public Accountant (CPA), she is a financial manager and analyst with a long track record of achieving goals and objectives in high-pressure environments. Reputed as a goal-focused leader with the proven ability to envision long-term objectives, Sandra has consistently generated targeted solutions, and delivered results. Additionally, she also possesses certifications such as an Associate in Insurance Financial Accounting (AIAF), and Associate in Reinsurance (ARe), and the Global Human Capital Management Certificate at Wharton.

Sandra is a member of the Steering Committee, ACE Women's Forum, American Institute of Certified Public Accountants (AICPA), Institute of Chartered Accountants of Ontario (ICAO), Society of Insurance Financial Management, and has been a Volunteer Member of the Board of Directors of the Society for Human Resource Management.

| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 6:00 p.m. – 8:30 p.m. |
| Register Now | http://www.lebow.drexel.edu/Event/1941 |

**Entrepreneurial Breakfast Forum**

**Leader**

TBD

**Venue**

Behrakis Grand Hall, Creese Student Union Complex, 32nd & Chestnut Streets

**Time**

7:30 a.m. – 10:00 a.m.

**Register Now**

http://www.lebow.drexel.edu/Event/1947

**Entrepreneurial Skills Workshop – “Treasure or Trap? Effectively Managing Your Accounts Receivable”**

**Leader**

Presenter

Steve Leibowitz, President

STEPHEN R. LEIBOWITZ, L.L.C.

**Venue**

Laurence A. Baiada Center, 3225 Arch Street, Ground Floor

**Time**

6:00 p.m. – 8:30 p.m.

**Register Now**

http://www.lebow.drexel.edu/Event/1942

**Entrepreneurial Skills Workshop “Advisory Council Formation”**

**Leader**

Presenter:

Ellen Canan Grady, Esq.

Law Offices of Ellen Canan Grady, Esq.
## 2008 - 09 Calendar of Events

<table>
<thead>
<tr>
<th>Venue</th>
<th>Laurence A. Baiada Center, 3225 Arch Street, Ground Floor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>6:00 p.m. – 8:30 p.m.</td>
</tr>
</tbody>
</table>

### 2008 Entrepreneur Conference – Finalist Presentations
**June 4, 2009**

**Venue**
World Café Live
3025 Walnut Street, Philadelphia, PA

**Time**
8:00 a.m. – 3:00 p.m.

**Register Now**

**RSVP**
Register online at [http://www.lebow.drexel.edu/Event/1953](http://www.lebow.drexel.edu/Event/1953)

For more information, contact Terri McIlhenney at terrim@drexel.edu or 215-895-0302.

### Agenda

**Entrepreneur Conference 2009**
June 4, 2009
World Café Live
3025 Walnut Street, Philadelphia, PA

- **Agenda:**
  - 8:00 a.m. Registration and Continental Breakfast
  - 8:45 a.m. Welcome and Introductory Remarks
  - 9:00 a.m. Panelist Discussion
  - 10:30 a.m. 2009 Baiada Incubator Competition Presentations
  - 12:15 p.m. Luncheon
  - 1:30 p.m. Keynote Address
  - 2:30 p.m. 2008 Baiada Incubator Competition – Announcement of Winners
  - 2:45 p.m. Reception

### StartUp!
**July 13 - 17, 2009**

<table>
<thead>
<tr>
<th>Venue</th>
<th>Laurence A. Baiada Center, 3225 Arch Street, Ground Floor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>9:00 a.m. – 5:00 p.m.</td>
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</table>

**Closing Ceremony**
**July 17, 2009**

<table>
<thead>
<tr>
<th>Venue</th>
<th>Bossone Atrium – 3rd Floor 3120 Market Street</th>
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<tbody>
<tr>
<td>Lunch</td>
<td>12:00 p.m. – 3:00 p.m.</td>
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