



PHOTO BY ANNETTE DRAGON

Benjamin George '14 (MD) (left) and Jason Reminick '13 (MD/MBA), co-founders of MediTel Health Solutions and winners of the 2010 Mark Ain Business Model Competition, work in the new incubator.

COVER STORY

University announces new incubator space

New incubator space to advance ventures started by the University of Rochester community is the latest result of growing University resources in the area of entrepreneurship. Mark S. Ain '67S (MBA), co-founder and chairman of Kronos Inc., and his wife, Carolyn, have recently made a \$3 million gift commitment to support entrepreneurship education, scholarships, and tech development.

Creating incubator space was a top priority for the University and Ain, according to Duncan Moore, vice provost for entrepreneurship. In benchmarking Rochester against peer entrepreneurship programs, the majority had an incubator program in place. The University is proud to now offer physical space and support to its promising ventures.

The incubator space is being carved out of the Lennox Tech Enterprise Center, part of High Tech Rochester (HTR). After examining the local landscape, the Simon Graduate School of Business determined that the most efficient and readily attainable solution was to partner with HTR and utilize its existing space and resources. HTR will provide support to the selected University businesses, including mentoring from its director of new ventures and entrepreneurs-in-residence.

"[Those in the University incubator area] will have access to everything in the High Tech Rochester facility that our typical clients have access to: shared copiers, printers, building conference rooms, a multimedia center, educational programs, high-speed network connectivity, and more," said HTR President James Senall '99S (MBA), who is excited to help startups remain in the Rochester region.



Duncan T. Moore

Vice Provost
for Entrepreneurship

The entrepreneurial spirit has been thriving on campus this fall. New officers with fresh perspectives represent UR Entrepreneurs, the undergraduate club, and the Simon Entrepreneurs Association, for graduate students. Scott Zorn '12, head of the UR Consulting Group, an arm of UR Entrepreneurs, has recruited fellow undergrads to work on marketing projects for local not-for-profits and startups. He has also organized a virtual stock competition for all interested students.

Matthew Tipple '12S (MBA), president of Simon Entrepreneurs, and his board are busy reviewing their classmates' applications for the 15th annual Venture Capital Investment Competition (VCIC) hosted by UNC Chapel Hill. Teams from top tier business schools across the globe compete in a creative turn of the tables. Unlike business plan competitions where students pitch their own ideas to investors, at VCIC, the students are the investors, and real entrepreneurs pitch to them.

Three Rochester students will receive grants from the Center for Entrepreneurship to attend the Syracuse Startup Weekend. Startup Weekends, supported by the Ewing Marion Kauffman Foundation, are intense 54-hour events that focus on new ideas that could form the basis of a credible business over the course of a weekend. More than 25,000 people from 30 countries have been involved in Startup Weekends since 2007.

I would like to extend a warm welcome to Polis Pavlidis, the newest lecturer in the technical entrepreneurship and management master's program. He will be teaching TEM 401 Economics, Marketing and Strategy Primer for Entrepreneurs to our recently arrived class of 21 TEAM students.

In closing, I am excited to share that New York has recently been ranked first in the nation for entrepreneurial activity, according to the State Entrepreneurship Index, a state-by-state measurement of entrepreneurial activity developed by economists at the University of Nebraska-Lincoln.

Continued on Page 5

Eastman professor writes book for aspiring music students

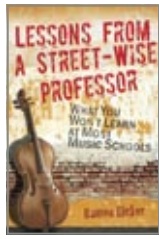
“Music is intoxicating,” said Ramon Ricker ’73E (DMA), a professor of saxophone and senior associate dean for professional studies at the Eastman School. “If you’re good, you really get a high off of a great performance. You can’t think of doing anything else.”

Through experiences from his own career as a professor, performer, and author, Ricker has found that success stems from more than just a strong knowledge of music and first-class performance ability. Passionate music students must also develop a business acumen that will allow them to navigate the real world after they complete their training in the “ivory tower.”

To prepare students for the transition into career musician, the Eastman School has offered the Arts Leadership Program (ALP) since 1996. The unique curriculum comprises such courses as problem solving in the arts, how to win an orchestral audition, realities of orchestral life, how to write grants, and how to create a digital portfolio.

Ricker teaches Entrepreneurial Thinking, and while he recognizes the importance of understanding recording contracts, patents or trademarks, and taxes and royalties, he uses this course to show his students how to turn their ideas into reality.

Inspired by 50 years as a professional musician and 40 years on the Eastman faculty,



Ricker recently released his first book that does not contain sheet music, *Lessons from a Street-Wise Professor: What You Won't Learn at Most Music Schools* (Soundown Inc., 2011). The book describes business and marketing strategies that can help musicians succeed in the face of real-world challenges.

Ricker took an entrepreneurial approach to publishing and marketing the piece.

He discovered through his first encounter with an acquisitions editor from a university press that authors typically earn about five percent of net sales in royalties. He wanted to keep his options open. He met, through chance, a highly successful literary agent at the famous Birdland jazz club in New York City. Impressed with their conversation and the performance of a former Eastman student who was featured that evening, the agent offered to represent him. She shopped his book around to both large, big-time presses and the smaller, independent ones. Though he received positive feedback, most presses felt the piece had too narrow of an audience.

“That’s when I thought that doing it myself might be a good thing,” said Ricker.

He got creative, researching self-publishing on the web. His sister edited the manuscript, and he hired an experienced design firm to do the typesetting, editing, indexing, and cover. For printing, he eventually settled on Light-

ning Source for its print-on-demand and distribution capabilities. He receives royalties of about 33 percent of the sale price on hard copies and 70 percent on the e-reader versions.

Once published, he sent copies of his book to librarians and faculty at music schools across the nation. He sought testimonials from friends such as Emmy Award winner and Eastman alumnus Jeff Beal ’83 and Bob Mintzer, a Grammy-winning saxophonist, composer, and big band leader. The publication was well-received, earning Ricker glowing reviews and a bump in sales, hitting number one briefly last April in Amazon’s music business category.

He continues to apply out-of-the-box thinking in his current role as director of the Institute for Music Leadership, the entrepreneurial arm of the Eastman School.

“I want to combine the things that I have learned and the talent of the Eastman School community to create products that will help other music students,” said Ricker.

He is driving projects to create online music theory courses—one to assist entering freshmen in placing higher on the music theory exam and another for high school students. He calls these innovative undertakings the Eastman School’s “version of tech transfer.”

“Music is a high art [form],” said Ricker. “But if you can make some money and support yourself, that’s not a bad thing. You need to believe in You, Inc.”

HAJIM SCHOOL OF ENGINEERING AND APPLIED SCIENCES

Pair of doctoral candidates claim first place in optics design competition

Two University of Rochester students were named winners of the 2011 Robert S. Hilbert Memorial Optical Design Competition sponsored by EDA and Synopsys Inc. Dustin Moore ’14 (PhD) and Bin Ma ’12 (PhD) were recognized for their achievements in optical design. Portions of their projects were on display in August at SPIE Optics + Photonics at the San Diego Convention Center.

“Each year we are impressed with the variety, scope, and quality of projects that students submit to our design competition,” said George Bayz, vice president and general manager of the Optical Solutions Group at Synopsys. “This year, Bin Ma’s and Dustin Moore’s entries stood out for their effective communication of optical design principles and innovative use of CODE V for imaging systems design. I congratulate both of them.”

Moore won for his work on a panoramic video camera in a paper titled, “A High Resolution Four-Pi Steradian Panoramic Video System.” The goal of Moore’s design is to improve the quality of imaging systems providing 360-degree, interactive video. Moore wanted to come up with a video panorama system that was better matched to the new larger sensors.

Moore received a bachelor’s degree in physics from Reed College in 2002 and worked at startup companies for about seven years before deciding to pursue his doctorate in optics at the University of Rochester.

Ma entered his work on aspheric lens design using CODE V. His paper titled, “Design of Lithographic Lenses with Slope Constrained Q-Polynomials,” included ultra-precise projector lenses used to make integrated circuits. Ma is a visiting student from Beijing, China,

and hopes to continue post-doctoral or grant work after defending his thesis in December.

“This competition is a good way to encourage students to learn more about lens design,” said Ma.

The annual Robert S. Hilbert ’62, ’64 (MS) Memorial Optical Design Competition recognizes excellence in optical design projects completed by students working toward a bachelor’s, master’s, or doctoral degree. The competition honors the memory of Robert Hilbert, former president and chief executive officer of Optical Research Associates, now a part of Synopsys, who was deeply committed to fostering technical innovation in optics and supporting optics education. Students can enter an optical design class assignment or thesis work that uses CODE V or LightTools software. Each year, \$4,000 in grants are awarded.

Amagi Clothing: T-shirts with a powerful message

In a world preoccupied with pop culture, social media, and visual presence, business-



savvy Stephen Macaskill '11 used these fixations to his advantage. After encountering a sweatshirt that read "Liberty" across the chest, Macaskill thought there was no better way to spread

the word on his philosophy of personal freedom than through clothing.

Macaskill founded Amagi Clothing (shop.amagiclothing.com) in October 2010. Amagi is a Sumerian cuneiform and is thought to be the very first written symbol representing liberty. The clothing line promotes individual liberty such as life, peace, and equality.

"I started with a clothing line because the best way to promote personal freedom is through popular culture," he said.

Macaskill, who received his degree in economics, currently has T-shirts and bumper stickers for sale online and is working on sweatshirt designs for a winter collection. As an undergraduate, he was selected as a Kauffman Entrepreneurial Year (KEY) Scholar, spending a fifth, tuition-free year at the University developing his company.

Macaskill comes from a family of entrepreneurs and always knew he wanted to be his own boss. He now lives in Denver, Colo., managing the online retail company. He hopes to soon hire his first employee, a sales and operations expert who can seek out new business and assist him in keeping up with the demands of Amagi Clothing.

He has also taken on a new venture—Amagi Metals, a precious and base metals investment firm. Purchased from a friend, Macaskill has molded the firm into his own creation. Eventually, he would like to start a website that teaches good financial habits and ways to manage money, leading to users' improved financial independence.

Macaskill has been featured on various news outlets, including Fox News's *Freedom Watch*. He was also a finalist in the Sammys Awards, a program that recognizes and elevates the outstanding work of activists around the country.

Macaskill has hopes to grow his ventures while keeping his philosophy of personal freedom close in hand.

Interdisciplinary team creates plan for solar-powered water pump system

Graduate and doctoral engineering students lined one side of the classroom while MBA candidates stood across from them. A whistle sounded, signaling the start of a three-minute window. In that time, students were instructed to introduce themselves to the person across from them, learn about each other's background, and determine if they want to become business partners.

Designed as an icebreaker, Duncan Moore, vice provost for entrepreneurship and the Rudolf and Hilda Kingslake Professor of Optical Engineering, kicks off his ENT 425 Technical Entrepreneurship course with speed dating. The students then form teams of four—consisting of two engineers and two business students—to collaboratively develop a technical business plan due at the end of the semester.

Last spring, Roberto Chavarria '11 (MS), Awak Malith '06 (BS), '11 (MS), Paul Oyaneder '11 (MS), and Daniel Williams '12 (MS), '14 (PhD) co-founded SunDrop. The team wrote a business plan based on solar-powered water pump systems aimed at developing nations.

"This technology is designed to be deployed in off-grid locations in a desert environment," said Williams, the team's technical leader.

Two designs were developed. Both are relatively simple, according to Williams, employing solar panels to generate electricity that pumps water into a large storage container. One system provides enough water for 750 head of cattle, or 11,000 gallons per day. A second design will sustain the drinking needs of 50 people, generating 3,000 gallons per day.

Malith, a Sudanese "Lost Boy" who fled the civil war in his home country in 2002, graduated from the University's new technical entrepreneurship and management (TEAM) master's program in May. He believes the pump can help the Sudanese people.

"An electric grid and power generation technology are limited or nonexistent in much of Sudan," he said. "The cost to acquire a kilowatt hour of power from the grid is exorbitant compared to getting it from solar panels."

In Sudan's rural southern region, there are long periods of sunlight during the dry season, which runs from late January to early May. Some households lose as many as 10 cows in one season due to drought, according to Malith. Since no electrical infrastructure exists, inhabitants lack the power to pump water from the underground aquifers in sufficient quanti-



Awak Malith '06 (BS), '11 (MS) in his home village in Sudan during a summer 2010 visit.

ties. He said a solar-powered pump would be ideal to supply drinking water for the population and cattle and for irrigation purposes.

In addition to exploring water pumps, Malith has recently founded an organization, New Sudan Aid Inc., for Americans to invest and do business in Sudan. Last summer, he visited the village where he grew up, reuniting with his father. He also outlined his plans to a Christian pastor there and interviewed the residents.

"There are farmers, but they don't have tools for modern farming," he said. "I met a brick maker who wants to mechanize his business, but he has no means to do so." Malith is certain the brick maker, one of many small businesses springing up in Sudan, would welcome a source of cheap water-pumping equipment.

His teammates, Chavarria and Oyaneder, both Chilean master's students in the Global Management of Business program at the Simon School and the University of Chile, saw similar market opportunities for the photovoltaic-based system in Chile, especially in the northern region, home to the Atacama Desert, one of the driest areas in the world. The water supply system could assist in the industrial development of the region and prove especially useful for mining companies, rural communities, and small farmers.

"The idea of combining a photovoltaic system with a water pump to be used in a developing arid country shows how a team of students with diverse backgrounds—social psychologist, optical engineer, physicist, and civil engineer—can create innovative solutions to a world problem," said Moore.

Simon receives gifts to support entrepreneurship

This summer, Mark S. Ain '67S (MBA) and Carolyn C. Ain made a \$3 million gift commitment to support entrepreneurship education and scholarships at the Simon Graduate School of Business. Ain is a longtime advocate of entrepreneurship at the University. Since 2007, the Mark Ain Business Model Workshops and Competition have been open to students at all levels of study, University-wide. The competition has awarded winning students with \$13,500 in cash prizes each year since its inception. He has also provided funding for a summer internship program and has supported a high-profile lecture series offered through the University's Center for Entrepreneurship.

Ain, co-founder and chairman of Kronos Inc., is a member of the University of Rochester Board of Trustees, the Simon School Executive Advisory Committee, and a recipient of the 2005 Distinguished Alumnus Award. He is also actively involved with the University's Technology Development Fund.

Dennis Kessler, the Edward J. and Agnes V. Ackley Executive Professor of Entrepreneurship, and his brother, Laurence, have recently committed \$500,000 to enhance entrepreneurship education at the Simon School.

Dennis, the owner-operator of multiple Burger King and Friendly's restaurants across New York state, developed the idea for the Women Entrepreneurs Blog @ Simon (webatsimon.com). He is a member of the University of Rochester Medical Center's board of trustees.

Laurence, founder and co-owner of The Kessler Group Inc. and Kessler Family LLC, is a member of the University Board of Trustees.

First Rochester woman to major in entrepreneurship

Susanna Virgilio '12 is the first woman and fourth Rochester student overall to create an interdepartmental major in entrepreneurship. Virgilio, president of the UR Entrepreneurs Club, started out as an economics and business strategies major but switched as a sophomore. Aiming for a well-rounded education in entrepreneurship, she developed a course schedule with classes ranging from anthropology, psychology, and sociology to business law and economics. Her long-term career goal is to own a company in the spa industry. Other students who have designed their own majors in entrepreneurship include Scott Strenger '12, Benjamin Brown '11, and Carlin Gettliffe '09.

URMC partners with Temple on drug discovery

The University of Rochester Medical Center and Temple University School of Pharmacy in Philadelphia have recently kicked off a partnership that will help translate novel medical research into new drugs for treating diseases. The agreement enables scientists at the two institutions to collaborate and move these discoveries to the next stage of research by identifying compounds that act upon these new targets and may ultimately form the basis for new therapeutics. The partnership reflects a growing trend in medical research in which academic institutions have become more directly involved in the drug discovery process, a role that has historically been filled by the pharmaceutical and biotech industries. Some 30 URMC research projects have already been identified as potential candidates.

1986 Chris Cicchetti (BS), was recently promoted to vice president of marketing at Scotts Valley, Calif.-based Veloxum Corporation, a performance management company. He is in charge of the company's global branding and marketing.

1994 China Biologic Products, Inc., one of the leading plasma-based biopharmaceutical companies in the People's Republic of China, announced its board of directors has appointed **Bing Li** (MS), '97 (PhD) to serve on the company's board of directors. **Walid Raad** (MA), '96 (PhD), former adjunct faculty member at the University, has been named the recipient of the 2011 Hasselblad Foundation International Award in Photography. The annual international award for outstanding achievement in photography is among the most important photography prizes worldwide.

1995 MONAG International, a distribution company for high-end clothing founded by **Amit Gupta** (BS), '97S (MBA), placed No. 48 in the Rochester Top 100. The list annually recognizes the fastest-growing privately held companies in the nine-county region surrounding Rochester, N.Y.

1996 This summer, **Gretchen Volk** (M, MD) self-published her first children's book, *The Stolen Adventures of Jennifer Wallawallabingbang*, through online publisher Lulu. The book is available for purchase at lulu.com and Amazon.com.

1999 Adarza Biosystems Inc., the developer of a medical diagnostics device spun-off from University research, recently named High Tech Rochester President **James Senall** (S, MBA) to its board of directors. Alumnus **Christopher Striemer** (MS), '04 (PhD), co-founder of Adarza, currently serves as the company's vice president of engineering.

2001 **Benjamin Van Durme** (BA, BS), '06 (MS), '10 (PhD) was issued a patent in August for work that grew out of his doctoral research at the University. He and his research partner at Google developed methods to help computers learn by reading an article in the same way that a human does. Their algorithm allows computers to see an article as a collection of ideas instead of individual words.

2005 **Steven VonDeak** (BA), co-founder of AppFury, recently tested his new Web application during the "Clean Up 'Cuse" weekend event in Syracuse, N.Y. The software helps organize and track community cleanup initiatives.

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Entrepreneurship University-wide

- Eastman School of Music
- Hajim School of Engineering and Applied Sciences
- School of Arts and Sciences
- School of Medicine and Dentistry
- School of Nursing
- Center for Nursing Entrepreneurship
- Simon Graduate School of Business Administration
- Warner Graduate School of Education and Human Development

Are you an entrepreneur?

Stay connected.
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Key to School Abbreviations

- E** Eastman School of Music
- M** School of Medicine and Dentistry
- N** School of Nursing
- S** Simon Graduate School of Business
- W** Warner Graduate School of Education

SEND US CLASS NOTES If you have an announcement you'd like to share with your fellow alumni, please submit your professional news to Innovations at 1-211 Carol Simon Hall, P.O. Box 270360, Rochester, NY 14627-0360 or email cfe@rochester.edu.

New incubator

Continued from Page 1

Two companies, Aught9, founded by a pair of recent Simon alumni, and MediTel Health Solutions, a student-run venture, are the first to occupy the space.

James Brown '11S (MBA) and Christopher Sturgill '11S (MBA), founders of Aught9, met as classmates. In their careers at Simon, they encountered a few networking glitches, including a limited network size and outdated alumni information. They enrolled in Simon School Dean Mark Zupan's Meliora course, where students are expected to design a solution to an issue facing the school. Brown and Sturgill worked to develop a private social network for the Simon School, using information that people uploaded to social networking sites to update alumni records.

"The updated information allows students to network more efficiently as they hunt for employment post graduation," said Brown.

The pair believes this will create a stronger networking environment at Simon. To date, they have been able to identify 20 percent of alumni with whom the school would like to reconnect and re-engage. While Simon was the company's first customer, Brown and Sturgill aim to have at least four different schools under contract by December.

During their time in the incubator space, the co-founders will continue to work on client relations, growth and new contracts, and product prospective.

Benjamin George '14 (MD) and Jason Reminick '13 (MD/MBA), co-founders of MediTel Health Solutions, have conducted telemedicine research on chronic neurologic conditions for four years. The aspiring physicians started with clinical research to see if it was feasible to treat Parkinson's patients in nursing homes through a webcam. They have been delivering care to area nursing homes throughout their clinical research period, and found that the virtual care is equivalent to, if not better than, in-person care.

George and Reminick believe the use of the incubator space is a great catalyst for growth. They intend to acquire 100 or more patients from treatment regions in New York, Maryland, and Florida by the end of 2011.

"Where the telemedicine market is now, it is important for us to grow fast," said George.

More information about the University incubator, including a downloadable application and eligibility requirements, will be provided on www.rochester.edu/entrepreneurship/incubator in January 2012.

CALENDAR

Entrepreneurship Events for Fall 2011

Sign up to receive event notifications via email at www.rochester.edu/entrepreneurship/signup. Register for select events online at www.rochester.edu/entrepreneurship/registration.

TUESDAY, NOVEMBER 1

Kauffman Entrepreneurial Year (KEY)

Applications Due*: 4 p.m.; Lattimore 312; Contact liz.monte@rochester.edu for more information; (See website to download a PDF of the KEY application)

THURSDAY, NOVEMBER 3

F.I.R.E. Lecture Series*: "The Basics of the Patenting Process"; J. Gibson Lanier, patent attorney, Ballard Spahr; 9–10 a.m.; Class of '62 Auditorium (G-9425 & 1-9425), Medical Center; RSVP to david_englert@urmc.rochester.edu

Simon School Farash Luncheon Lecture

Series*: Arturo Picci, National Strategy Director, Verizon; 12:40–1:20 p.m.; Gleason 118; RSVP to kristine.seewagen@simon.rochester.edu

FRIDAY, NOVEMBER 4–SUNDAY, NOVEMBER 6

Syracuse Startup Weekend*: Startup Weekend is an intense 54-hour event which focuses on building a web or mobile application which could form the basis of a credible business over the course of a weekend; The Tech Garden, 235 Harrison St., Syracuse, N.Y.; Registration required online at syracuse.startupweekend.org; Cost is \$99 or \$49 for students

TUESDAY, NOVEMBER 8

Simon School Kalmbach Leadership

Lecture Series*: Ford Greene, Independent Management and Telecommunications Consultant; 4:30–5:30 p.m.; Schlegel 102; RSVP to kristine.seewagen@simon.rochester.edu

WEDNESDAY, NOVEMBER 9

TEAM Master's Degree Information

Session*: 5–6 p.m.; Center for Entrepreneurship, 1-211 Carol Simon Hall; RSVP to (585) 276-3500 or andrea.galati@rochester.edu or register online

THURSDAY, NOVEMBER 10

Virtual Enterprises Business Plan

Judging*: A collaboration among Virtual Enterprises, Nazareth College, and the University of Rochester; 6:30–8:30 p.m.; Schlegel 107; Student volunteer judges should RSVP to (585) 276-3500 or cfe@rochester.edu or register online

GLOBAL E-WEEK: NOVEMBER 14–20

Eastman School Offers Business Plan

Counseling*: Students interested in the New Venture Challenge contest can sign up for counseling at (585) 274-1113 or laltpete@esm.rochester.edu

WEDNESDAY, NOVEMBER 16

Warner School Lunch Hour Discussion

on "Entrepreneurship*": Raffaella Borasi, Dean of the Warner Graduate School of Education; Noon–1 p.m.; Dewey B-315

THURSDAY, NOVEMBER 17

Center for Entrepreneurship Lecture

Series*: "Using Business for Social Change"; Jane Plitt, Entrepreneur and Author; 4:45–5:45 p.m.; Schlegel 107; Free and open to the public; RSVP to (585) 276-3500 or register online

FRIDAY, NOVEMBER 18

Hajim School Engineering Social*:

"Entrepreneurship"; 4–6 p.m.; Munnerlyn Atrium, Goergen Hall

MONDAY, NOVEMBER 28

Simon School Kalmbach Leadership

Lecture Series*: Robert Wilmers, Chairman of the Board and CEO, M&T Bank; 4:30–5:30 p.m.; Gleason 318/418; RSVP to kristine.seewagen@simon.rochester.edu

MONDAY, DECEMBER 5

TEAM Master's Degree Information

Session*: 4–5 p.m.; Center for Entrepreneurship, 1-211 Carol Simon Hall; RSVP to (585) 276-3500 or andrea.galati@rochester.edu or register online

THURSDAY, DECEMBER 8

F.I.R.E. Lecture Series*:

"The Basics of the Technology Transfer Process"; Marjorie Hunter, Assoc. VP of Technology Transfer; 9–10 a.m.; Class of '62 Auditorium (G-9425 & 1-9425), Medical Center; RSVP to david_englert@urmc.rochester.edu

WEDNESDAY, JANUARY 18, 2012

Third Annual Pathways to

Entrepreneurial Success*: 7:30 a.m.–4 p.m.; Monroe Community College; Open to the public; Preregistration and a small fee (includes box lunch) required at entrepreneurshipforum.org

* Check www.rochester.edu/entrepreneurship/events for the latest information.

Center for Entrepreneurship

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Change Service Requested

SPOTLIGHT

Jane Plitt to deliver talk: 'Using Business for Social Change'

Jane R. Plitt, author and businesswoman, visits Rochester on Thursday, November 17 as the guest speaker for the University's Center for Entrepreneurship Lecture Series. Part of the University-wide celebration of Global Entrepreneurship Week, she will give a talk, titled "Using Business for Social Change," at 4:45 p.m. in 107 Schlegel Hall on the Rochester River Campus.

Plitt's presentation will highlight how successful businesses have improved society without compromising the pursuit of profit both in the United States and throughout the world—a concept called social entrepreneurship. Business schools and schools of social work are now offering courses and programs dedicated to this approach. Here at the University, an undergraduate course on the subject taught by lecturer Bob Tobin was filled on the first day of registration.

"In this time of enormous need, imagine the power of applying business know-how and entrepreneurial creativity to generating profit and doing good. For far too long, we have been taught to believe business's job was to make money and that social work was to help people. You needed to choose between the two," Plitt states. "When I was in business, I thought the two worlds were separate. What I did after work was my community involvement, but rarely did the two merge," she recalls.

Not that Plitt wasn't involved in helping the cause of social justice. A successful businesswoman dedicated to achieving equal rights

for women, Plitt was instrumental in opening membership to women in the Jaycees, Rotary, and Kiwanis with the goal of assuring that all individuals, regardless of gender, were offered opportunities to succeed.

After graduating from Cornell University, Plitt started her career at the Rochester Telephone Co. and went on to work as a consultant at Cresap,

McCormick & Paget in Chicago. She returned to New York to work as a business ombudsman with the state's Department of Commerce. An entrepreneur at heart, she combined her passion for consulting and economic development by launching JP Associates in 1979.

During a project commissioned by the First National Bank, her firm was charged with organizing a community open house, where

the bank could connect with existing customers and attract new ones, at the renovated Rochester Powers Building. Plitt conceived the idea to create a Powers historic gallery, housed within the commercial structure. Assigning herself as the lead researcher, she came across a Chamber of Commerce news clipping that indicated a woman named Martha Matilda Harper was the first female member. Plitt's curiosity was sparked.

Later, on assignment in Washington, D.C., Plitt decided to search for information on Harper at the Library of Congress. After two hours of research, all she encountered was a 1950 obituary published in the *New York Times* that noted Harper's franchise empire.



Martha Matilda Harper

PHOTO COURTESY OF JANE PLITT

"The idea that a woman would be recognized in the *New York Times* at that time signaled to me that she had to be important," said Plitt.

Plitt chose to take a six-month sabbatical to learn about Harper's life. It turned into a six-year journey that uncovered the story of the nearly forgotten 19th-century female entrepreneur who created the first retail franchise in America. Harper was a pioneer in social entrepreneurship since she put only poor servant girls (which she had once been herself) and office workers into ownership positions for the first 100 franchises. Her goal was to have her business change her life and the lives of others.

"Martha Matilda Harper is the perfect example of buried history. She had about 500 franchises, invented the first reclining shampoo chair, served clients such as Susan B. Anthony and Woodrow Wilson, then just seemed to disappear," said Plitt.

As a visiting scholar at the University of Rochester, Plitt pursued uncovering this story. The result was the biography *Martha Matilda Harper and the American Dream: How One Woman Changed the Face of Modern Business*, published by Syracuse University Press in 2000. E-reader editions were released this summer.

The book propelled Harper back into national recognition. In Sir Harold Evans's book, *They Made America*, the author includes Harper as one of 60 entrepreneurs who made America.

Plitt's latest research documents the success of other social entrepreneurship businesses.

"I can't wait to inspire attendees with the potential of business to do good," she declared. Plitt's blog, "Turning Change Into Dollars," can be found at www.marthamatildaharper.org.