



PHOTOS BY RICHARD BAKER

Darron Brumsey '09 (top left, then clockwise), Justin Peczkowski '09, Jack Chang '09, and Christopher Sileo '09 will graduate in 2010 with master's degrees in technical entrepreneurship and management.

COVER STORY

New master's degree for entrepreneurial engineers

The University of Rochester Center for Entrepreneurship has launched a new, interdisciplinary master's degree in technical entrepreneurship and management, or TEAM, jointly offered by the Hajim School of Engineering and Applied Sciences and the Simon Graduate School of Business. The new program was formally approved by the New York State Department of Education this summer.

"Graduates of the TEAM program will be able to speak three languages: their undergraduate major, their master's level technical concentration, and the language of business," says Duncan Moore, vice provost for entrepreneurship and the Rudolf and Hilda Kingslake Professor of Optical Engineering, and one of the faculty members who established the new program.

Designed for students with a bachelor's degree in engineering, applied sciences, or mathematics, the 30-credit program can be completed in as little as one academic year. Alternative tracks, such as a three-semester option and part-time study, are also being created. The program draws on the long-established faculty expertise in the engineering and business schools. Students choose a technical cluster, ranging from energy

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Duncan T. Moore
Vice Provost
for Entrepreneurship

Rochester's new era of entrepreneurship

This year marks a new era of entrepreneurship at the University of Rochester. Our grant from the Ewing Marion Kauffman Foundation officially ended this summer. However, with the support of the deans at each school, the entrepreneurship initiative continues to thrive across our campuses.

I am pleased to announce the University is now offering its first degree in entrepreneurship—the Master of Science in Technical Entrepreneurship and Management (TEAM), designed for engineering students. We believe TEAM will serve as a model for other joint degree programs in entrepreneurship.

As usual, the Center has planned numerous activities this fall. Many take place throughout November in honor of Global Entrepreneurship Week. In October, I facilitated a Meliora Weekend panel on "Energy and Entrepreneurship," which featured Jack Baron '83, president and CEO of SweetWater Inc. and co-founder of PAETEC Communications; Kristina Johnson, Under Secretary of Energy in the U.S. Department of Energy; and Barry Sanders '83, president and chief operating officer of American DG Energy Inc. The event attracted a standing-room-only crowd.

Rochester was well represented at the annual conference of the Global Consortium of Entrepreneurship Centers. I gave a presentation on our signature programs, including the Young Entrepreneurs Academy (YEA!) and the Kauffman Entrepreneurial Year (KEY), and entrepreneurship in nontraditional areas, namely nursing, music, and education.

The Center continues to identify entrepreneurs who are part of the University community. We are currently gathering their company logos to eventually be showcased in a University entrepreneur "logo wall."

So if you have not yet—or would like to do so again—I encourage you to get in touch with us. I hope to hear from you soon.

Entrepreneurship embedded in nontraditional areas

By Sally Parker

Warner Graduate School of Education and Human Development

“Our mission is to prepare people to become leaders and agents of change,” says Dean Raffaella Borasi of the Margaret Warner Graduate School of Education and Human Development. “Initiating innovation is at the core of what we do.”

Educators typically associate entrepreneurship with starting a business, she says, and have a hard time envisioning its usefulness for teachers and other education professionals. That perspective began to shift at the Warner School after the school used a \$45,000 mini-grant from the University’s \$3.6 million Kauffman Foundation award to conduct case studies on entrepreneurial educators. Those studied included a teacher, principal, assistant superintendent, dean, nonprofit CEO, and co-owner of a for-profit education company. The results were eye opening, she says.

“We didn’t recognize the connection between being an agent of change in education and entrepreneurship until we got the Kauffman grant. Once you see the connection, it can give you some conceptual and practical tools.”

Informed by preliminary results from this study, the Warner School created two entrepreneurial electives, Entrepreneurial Skills for Educators and Grant Writing and Other Funding Strategies for Educators, as well as some introductory modules on entrepreneurship in required courses—ensuring most students receive exposure.

Many of the students who have participated in these courses, as well as faculty participating in the case studies, have reported some significant changes in both mindset and practice, Borasi says.

They have a new understanding that being “alert to opportunities and ready to seize them requires quick decision making—quicker than academic environments are accustomed to doing,” she says.

The Warner School also has boosted incentives and support for faculty members seeking external funding, including internal mini-grants that fund pilot studies and early data gathering. Of the recipients of 15 grants of \$10,000 to \$30,000 from the school, three went on to receive funding totaling \$1 million.

The school took a more direct entrepreneurial role when it helped Ph.D. student Dave Miller and alumna Donna Thompson ’65W, ’79 (MS), who met in a Warner entrepreneur-



Dean Raffaella Borasi (left) of the Warner School teaches the entrepreneurial elective, *Grant Writing and Other Funding Strategies for Educators*. School of Nursing Dean Kathy Parker (right) operates multiple business lines through the Center for Nursing Entrepreneurship.



PHOTOS COURTESY OF UNIVERSITY COMMUNICATIONS

ship class, to launch a company. Knowledge Athletes Inc. is developing educational software that allows learning to be extended beyond the classroom by capitalizing on social networking technologies. Warner helped secure three Small Business Innovation Research (SBIR) grants, which total almost \$1 million, to enhance and evaluate the product.

Defining entrepreneurship as innovation in an educational setting helps teachers and administrators embrace the concept, Borasi says.

“To me the most important element is to use it as a conceptual lens, and we can learn from the findings in entrepreneurship so we can help educators become agents of change.

“We know that the status quo doesn’t work,” she adds. “But most of us are trained as education professionals in a specific field, so it’s almost like there’s a missing link. What can we learn from [entrepreneurs] so we can provide the tools as innovators?”

“I think it has been very exciting for us. It really feels like we have figured out some things that the field can benefit from.”

School of Nursing

Under the guidance of former Dean Patricia Chiverton, the School of Nursing was one of the earliest nursing schools to offer an entrepreneurship focus.

Today the school, led by Dean Kathy Parker, offers a number of business lines in health promotion, disease prevention, continuing education, and course offerings for current students.

Even today, such programs are not prevalent among nursing programs.

“Health care professionals and educators typically don’t think that way. They’re not trained with that mindset,” she says.

The school offers courses in entrepreneurship, as well as lecture series in entrepreneurship and in intellectual property.

Expanding community outreach is another way the school practices innovation. In one such effort, the school staffs and funds a student health clinic at East High School. The grant-funded program provides health care for students, some of whom have no other source.

Social entrepreneurship has a long, rich history in Rochester; suffragist Susan B. Anthony and abolitionist Frederick Douglass are among the city’s most famous social entrepreneurs. Parker says that while many of the school’s business lines are in social service, an eye on the bottom line with a goal of profitability remains just as important.

Consultants from the Simon School recently completed a cost accounting for each of the school’s business lines, which will help the school evaluate which offerings to expand or repackage. They also will help the school develop business plans and marketing strategies.

“In this economic environment, I think entrepreneurship could make a valuable contribution to the School of Nursing,” Parker says.

This is the final installment of a two-part series on entrepreneurship in each University school. Part one appeared in Innovations in spring 2009.

Alumna continues KEY project in city recreation centers

Mollie Foust '09, a native of Chicago, Ill., made numerous connections in the Rochester community as a Kauffman Entrepreneurial Year, or KEY, scholar. Her contacts led her to an internship at the Flower City Soccer League.

Impressed with Foust's performance, the board of directors offered her a position as interim director of the organization in May—just as she was completing her undergraduate studies.



Mollie Foust

"Although I initially voiced some concerns, I knew the ins and outs of the league, who all the people were, and how it ran," says Foust. "I was happy to accept the position and stay in Rochester."

Foust, like more than half the students admitted into the KEY program, proposed to spend her fifth year on a social entrepreneurial endeavor, "Sports, Service, Ethics and Academics: A Multifaceted Approach to Youth Empowerment." The idea for her project crystallized while Foust was studying abroad in Kenya. There she worked with the Mathari Youth Sports Association, an organization that uses soccer to teach life skills to impoverished youth.

Upon her return to the University, she reached out to neighborhood associations, the Rochester City School District, and local government to find an appropriate platform to launch her social enterprise.

Foust began piloting components of her KEY project at select community recreation centers last winter. She created Sprouts, a Saturday morning educational program for children ages three to seven. A grant from the Greater Rochester Health Foundation supports four sessions of the program at two sites where more than 70 attend.

Foust says that Sprouts has received a lot of positive feedback from parents. She is now focused on developing tutoring and active-based learning workshops for youth in the league's older divisions.

"There is a really strong link between playing a sport and academics," says Foust. "Our goal is to have these programs help kids make those connections."

Rochester leadership programs create next wave of social entrepreneurs

By Melissa Greco Lopes

Clarence Onyiriuka '11 spent his summer as an Urban fellow working for the South East Area Coalition, a grassroots organization that serves the residents and merchants of southeast Rochester. Most of his duties involved conducting research on the history of South Avenue. Through this employment, he learned about the intricacies of a nonprofit organization and both the challenges and opportunities of working with community members to create positive social change.

For Onyiriuka and 16 other students, the Rochester Urban Fellowship program at the University of Rochester's Rochester Center for Community Leadership served as a teaching tool for social entrepreneurship. The urban-immersion program paired students with community-based organizations whose missions are to look at issues facing Rochester and find solutions to those problems.

"This is really a flagship program at the RCCL," said Glenn Cerosaletti, the director for the Rochester Center for Community Leadership. "Its mission is to help engage student leaders who are eager to effect change and who will have a deeper connection to Rochester once they've graduated from the program."

The Urban Fellowship, which began in 2002, has seen more than 100 Rochester-area college students complete the program since its inception. While enrolled in the program, students spend one day a week discussing the history, politics, demographics, and sociology of urban communities like Rochester. Through workshops, the students learn to brainstorm solutions to the problems and weigh the strengths and challenges of the solution.

As undergraduates in the Urban Fellowship program are training to be social entrepreneurs, recent graduates of Rochester-area colleges are using those same tools to spend a year of service as AmeriCorps*VISTA Rochester Youth Year fellows. Rochester Youth Year is administered by a consortium of six colleges: Nazareth College of Rochester, Roberts Wesleyan College, SUNY Geneseo, The College at Brockport, St. John Fisher College, and the University of Rochester.

Youth Year fellows elect to remain in Rochester and work with selected youth-serving agencies, helping to alleviate poverty, create or enhance programs, and improve opportunities for youth and their families.



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Urban fellow Jenna Furman '10 (left) shows project posters at the Rochester Regional Community Design Center to President Joel Seligman (right) as Liesel Schwarz '11 (center) observes. The President toured community agencies with students in the Urban Fellowship program this summer.

Youth Year fellow Ferdous Zannat '09 will spend this year working for Brown Square Health Center. Zannat will work with community organizers to develop culturally appropriate events for women and children. Her current project, The Pumpkin Festival, is in collaboration with the Refugee Women's Network. The festival encourages refugee women in the Rochester area to share cultural dishes from their native countries.

For students like Zannat and Onyiriuka, programs like the Urban Fellowship and Rochester Youth Year Fellowship provide unique avenues for leadership training and civic engagement.

"The program is beneficial for students because we're not just talking about issues and problems that urban communities face. It's a hands-on experience," said Onyiriuka. "We're actually going out into the community and changing things for the better."

For more information about the Urban Fellowship and Rochester Youth Year programs, e-mail Glenn Cerosaletti at community.leadership@rochester.edu or visit the Web site, www.rochester.edu/college/rccl.

Students awarded cash prizes in three University business competitions

The University of Rochester offers three annual business plan competitions—one for engineering undergraduates, another held at the Eastman School of Music, and a University-wide competition for students at all degree levels. Four engineering seniors founded PolyNet Technology and won first place and \$3,200 in the 2009 Charles and Janet Forbes Entrepreneurial Awards. Five music school students participated in this year's Eastman New Venture Challenge. Rohan Krishnamurthy '10E (MA), '13E (PhD) won first prize and was awarded \$2,000 for his business plan, "A New Design of the Ancient Mridangam." The third annual Mark Ain Business Model Competition saw nearly a 40 percent increase in entries over last year. CustomEyes, a team of two optics doctoral candidates and two Simon School students, claimed first place and \$10,000.

Simon School iPhone/iPod Touch application released

The latest news, events, and information about the Simon Graduate School of Business is available through a new iPhone/iPod Touch application at Apple's iTunes Store. To access the free app through iTunes on a PC or Mac, visit <http://bit.ly/qmp8c>. iPhone or iPod Touch users can install the application on their device by visiting the App Store and conducting a search, keyword "SimonSchool." The app, released this summer, was created with the help of Simon School alumnus Sean Flaherty '06S (EMBA) of ITX Corporation.

American universities launch online news site

Thirty-five leading research universities, including Rochester, have joined together to create Futurity.org, a unique online research news channel dedicated to communicating the best of American university research. Its cofounders say Futurity was created because the pressures of the Internet forced most publishers to reduce the size of their issues and their staff, resulting in dramatically declined coverage of science news. The site also fulfills the desire of universities to reach out, educate, and inform the public.

Community forum to provide business inspiration and resources

Monroe Community College will host a daylong community forum, Pathways to Entrepreneurial Success, on November 12 from 7:30 a.m. to 4 p.m. The event will showcase local agencies, resources, mentors, and learning opportunities available to aspiring and established entrepreneurs and students. Lauren Dixon, CEO of Dixon-Schwabl Advertising, will emcee the event, and Richard Kaplan, president and CEO of Pictometry International Corp., will deliver the keynote address. A \$15 registration fee (\$10 for students) is required and includes a box lunch. Learn more at entrepreneurshipforum.org.

SEND US NEWS BRIEFS Please submit your University-related entrepreneurship news and your contact information to Innovations at 1-211 Carol Simon Hall, P.O. Box 270360, Rochester, NY 14627-0360 or e-mail cfe@rochester.edu.

1967 Mark S. Ain (S, MBA), founder and executive chairman of Kronos Inc., recently joined the board of directors of SiMPore Inc., a company that is currently commercializing nano-technology invented at the University.

1970 Phyllis Newfield (N), president of Washington Open MRI, was featured on *NewsChannel 8* in Washington, D.C., to discuss improvements in MRI technology.

1974 Chao-Chin Tung (MS) was named president and chairman of China Development Financial Holding Corp.

1980 Mark Bocko (MA; '84, PhD), professor of electrical and computer engineering at the University and cofounder of Advis Inc., is developing a 20-megapixel surveillance camera system for the U.S. Office of Naval Research.

1985 Grammy Award-winning musician Maria Schneider (E, MM) is scheduled to perform at the Barcelona International Jazz Festival with Big Band de l'Esmuc in November. Last year, Schneider won her second Grammy in the Best Instrumental Composition category for her work "Cerulean Skies."

1995 Harmit Malik (MS; '00, PhD), a Fred Hutchinson Cancer Research Center investigator, was awarded the prestigious Presidential Early Career Award for Scientists and Engineers (PECASE). He will be honored in a ceremony this fall at the White House.

1999 Jerramy Fine recently published her first memoir, *Someday My Prince Will Come: True Adventures of a Wannabe Princess*, through Gotham Books.

2005 John H. Summers (PhD), a lecturer at Columbia University and a visiting scholar at Boston College's Boisi Center for Religion and American Public Life, authored a new volume of essays *Every Fury on Earth*.

2009 Carlin Gettiffe and two Kauffman Entrepreneurial Year (KEY) graduates, Zachary Kozick and Jordan Parker, recently founded Augmented Reality Inc., a company working to put augmented reality technology—an overlay of digital content on top of a person's view of the real world—into the hands of smart-phone users.

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- Eastman School of Music
- Hajim School of Engineering and Applied 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?

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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 e-mail cfe@rochester.edu.

Master's degree

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and the environment to optics, and simultaneously take management and entrepreneurship courses at the Simon School. A capstone practicum is also required.

Both Robert Clark, dean of the Hajim School, and Mark Zupan, dean of the Simon School, have been instrumental in creating momentum for this program.

"The innovative TEAM program offers talented candidates the opportunity to supplement their undergraduate engineering education with graduate management, engineering, and entrepreneurial training of the highest order," says Zupan. "Graduates of the TEAM program will be well positioned to create significant value as technology-savvy intrapreneurs and entrepreneurs."

Clark and Moore are working with the University's Offices of Technology Transfer to develop a unique component of TEAM. Students accepted into the program can choose an existing University of Rochester patented technology and create a business plan for its commercialization.

"If students come into the program with an idea of their own, that's great," says Moore. "If not, there are nearly 400 issued patents sitting in Tech Transfer. TEAM students have the potential to launch their own businesses based on Rochester technologies."

Four recent University graduates, Darron Brumsey '09, Jack (Chun Hung) Chang '09, Justin Peczkowski '09, and Christopher Sileo '09, have been accepted into a pilot version of the program in the 2009–10 academic year.

Sileo, who holds a bachelor's in chemical engineering and is now focusing on the TEAM technical cluster of mechanical engineering, says the program "offers a great opportunity to continue to be a part of the technology world while pursuing business."

Classmate Chang, the former president of the undergraduate UR Entrepreneurs Club, is concentrating in opto-electronics, a subfield of electrical and computer engineering, to build on his baccalaureate in optics.

"After graduating, I see myself working in the optics industry and creating a new product that will revolutionize the engineering process," he says. "I hope to gain enough experience to eventually start my own venture."

To learn more about the TEAM program, visit www.rochester.edu/team. To employ graduates of this program, please contact Andrea Galati, program administrator in the Center for Entrepreneurship, at (585) 276-3500 or andrea.galati@rochester.edu.

CALENDAR

Entrepreneurship Events for Fall 2009

MONDAY, NOVEMBER 2

Kauffman Entrepreneurial Year (KEY)

Applications Due*: 4 p.m.; Lattimore 312; (See Web site for KEY Information Sessions)

TUESDAY, NOVEMBER 3

TEAM Master's Degree Information

Session*: 5–6 p.m.; Center for Entrepreneurship, 1-211 Carol Simon Hall; RSVP to andrea.galati@rochester.edu

WEDNESDAY, NOVEMBER 4

2009 Global Innovation Tournament

Launch*: Learn more at eweb.stanford.edu/git2009

MONDAY, NOVEMBER 9

Farash Executive Lecture*:

Mikael Totterman, CEO, iCardiac; 12:40–1:20 p.m.; Schlegel 103; Sponsored by Simon Health Sciences; RSVP to nathan.kadar@simon.rochester.edu

WEDNESDAY, NOVEMBER 11

Entrepreneurial Roundtable 3*:

Facilitated by Bob Tobin, Assoc. Director, CFE and Entrepreneur-in-Residence; 6–7:30 p.m.; Schlegel 207; See Web site to download the pre-read; RSVP to cfe@rochester.edu

THURSDAY, NOVEMBER 12

Pathways to Entrepreneurial Success:

7:30 a.m.–4 p.m.; Monroe Community College; Open to the public; Preregistration and a \$10–\$15 fee (includes box lunch) required at entrepreneurshipforum.org

F.I.R.E. Lecture Series*: "Giving Away the Farm—Why Material Transfer Agreements Matter in a University Setting"; Jennifer F. Miller, Ballard Spahr Andrews & Ingersoll; 9–10 a.m.; Class of '62 Auditorium (CC G-9425), Medical Center; RSVP to david_englert@urmc.rochester.edu

Virtual Enterprises Business Plan

Judging*: A collaboration among Virtual Enterprises, Nazareth College, and University of Rochester undergraduates and Simon School students; 6:30–8:30 p.m.; Schlegel 407; RSVP to cfe@rochester.edu

FRIDAY, NOVEMBER 13–SUNDAY, NOVEMBER 15

work/play/stay//mitigating bright flight how to retain graduates in the Upstate Region*:

A collaboration among Cornell University, Syracuse University, and the University of Rochester; COLAB Warehouse at Syracuse University; By invitation only

2009 Global Entrepreneurship Week

Global Entrepreneurship Week, November 16–22, celebrates innovation, imagination, and creativity. Join millions of people who seek better ways of doing things in entrepreneurial activities and events taking place worldwide. Learn more at www.unleashingideas.org.

TUESDAY, NOVEMBER 17

Sneak-Peek Screening of *Ten9Eight:** 4:30 p.m.; Gleason 318/418; Open to the public; Learn more at ten9eight.com

WEDNESDAY, NOVEMBER 18

Warner Lunch Hour Discussion on "What Impact Did Learning About Entrepreneurship Have on Your Practice?"*: Noon–1 p.m.; Dewey B-315

CFE Faculty Seminar*: Nanette Levinson, Associate Professor, School of International Service, American University; 2–3:30 p.m.; Alumni and Advancement Center, Board Room; By invitation only

CFE Lecture Series*: "Co-cial Entrepreneurship: Making A Difference Locally & Globally"; Nanette Levinson, American University; 4:30–6:30 p.m.; Gleason 318/418; Open to the public

THURSDAY, NOVEMBER 19

School of Nursing Presents "How Your Clinical Experience Can Lead to Entrepreneurial Opportunities"*: Duncan Moore, Vice Provost for Entrepreneurship; Bob Tobin, Assoc. Director, CFE; Mark Wilson, Founder, Initiatives Consulting, LLC; Amy Lerner, Assoc. Professor; Mike Ackerman, Director, Sovie Center; and Gail Ingersoll, Loretta C. Ford Professor; 12–2 p.m.; ACF-A (2-1322), Medical Center

FRIDAY, NOVEMBER 20–SATURDAY, NOVEMBER 21

Eastman School of Music Presentation at the National Association of Schools of Music (NASM) Annual Meeting:

"Entrepreneurship in a Challenging Economy"; Ramon Ricker, Senior Assoc. Dean of the Eastman School of Music; San Diego; By invitation only

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

Center for Entrepreneurship

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Change Service Requested**SPOTLIGHT**

Nurse inventor designs devices to improve patient care

By Natalie Yager Antal

Sarah Szucs loves being a registered nurse in the physical rehabilitation unit at Strong Memorial Hospital. She works with patients who have been hospitalized for an extended period of time to enhance and restore their functional ability, with the goal that they are able to return home and manage their own care.

With experience working in both hospital and long-term care settings, Szucs noticed the need for simple, cost-efficient technologies to improve patient and caregiver quality of life.

"I have always felt my job is to give back to society," she says.

Szucs currently has 20 invention disclosures on file with the University of Rochester Medical Center's Office of Technology Transfer. Two provisional patent applications have been filed, including one for a device that makes injecting medication easier for people who have a fear of needles. She founded Pro-Patient Design, LLC in April 2009 to commercialize products that are "Nurse designed with the patient in mind."

"Sarah is a good example of innovation in nursing. She identifies patient care problems and explores novel solutions," says Kathy Parker, dean of the School of Nursing. "Nurses have a rich knowledge base and the potential to use technology transfer and entrepreneurship as mechanisms to enhance the quality of care and patient safety."

Before earning her nursing degree from the University of Buffalo in 2002, Szucs worked in corporate communications and sales for such companies as ABC Television, Disney, and Condé



PHOTO BY BRANDON VICK

Sarah Szucs, a registered nurse and inventor who works in the physical rehabilitation unit at Strong Memorial Hospital, founded Pro-Patient Design, LLC in April 2009.

Nast Publications. She believes her corporate background will help Pro-Patient Design succeed. She is also grateful for the support and guidance she has received from the University's Offices of Technology Transfer.

"At first, they didn't know what to do with me," she says. "They're used to these huge projects financed by massive research dollars, and I come to them with these little, simple ideas."

However, Szucs says that the simplicity of her products creates an advantage. The amount of time it takes to develop a prototype from one of her concepts is much shorter than the majority of university invention disclosures. Szucs plans to sell

a high volume of devices at a low cost per unit. She is also looking into licensing opportunities.

In between working full time, running a company, and being a mother, Szucs is reaching out to other health care practitioners who are developing their own inventions. She recently started a LinkedIn group for nurses in the medical device industry to share their experiences.

"There are more than 3,000 nurses working at Strong alone," says Szucs. "If a small fraction of them do what I'm doing, there could be a huge difference in patient care around the world."

Learn more at www.pro-patientdesign.com, or follow her blog InventiveNurse.wordpress.com.