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Fall 2017

**Volume 10
Issue 2**

Entrepreneurial Studies at Rider University



Alumni Newsletter

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2018
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Entrepreneurship

On October 18, Rider's Center for Entrepreneurial Studies, in conjunction with the Career Development and Success Center, held its third annual Women's Entrepreneurship Panel. This discussion was held as part of New Jersey's Women Entrepreneurship Week and consisted of four female entrepreneurs: Tina Lemar of Sheltered Yoga, Jessica Layton of Layton's Home for Funerals, Helen Materazzi of Corporate Leadership Resources and Jeanne Gray of American Entrepreneurship. The panelists offered students an opportunity to hear about their entrepreneurial successes and challenges, particularly from the perspective of being a woman entrepreneur in a variety of industries.



Both of Rider's SBI consulting teams from the 2016-17 academic year are in the national finals for the best student consulting project. This ensures that they will finish in 3rd place at least and could do even better! (Details in the spring issue)

ES Program to offer summer camp for High School students

Dr. Lee Zane will offer a course on what it takes to be a successful entrepreneur to high school students through the inaugural **BRONC Tank** Camp, happening in the summer of 2018 on the Rider campus. Designed as an immersive college-prep program, **BRONC Tank** Camp introduces rising high school juniors and seniors to a university-level Entrepreneurship Studies (ES) program. Students in the **BRONC Tank** Camp community will have the opportunity to explore the start-up process, understand the genesis of business concepts, devise marketing strategies, identify sources of customers and anticipate potential challenges and solutions. Dr. Lee Zane notes that the program offers participants "a fantastic experience of brainstorming and developing business ideas for products that are either new to the world or an inspired improvement to an existing product. These teams will also gain tremendous insight from the final **BRONC Tank** pitch of their concepts to a panel of Rider faculty, alumni and professionals." **BRONC Tank** Camp also promises the students a preview of undergraduate life as they stay in a college dorm and utilize on-campus facilities, labs and technology. Program participants can earn 3 college credits. Furthermore, Freshman applicants to Rider University who have completed **BRONC Tank** Camp will automatically qualify for a \$2000 Camp Completion Award scholarship, renewable for up to four years. Since space is limited, if you know any interested rising Juniors or Seniors, have them contact College of Continuing Studies at 609-896-5033 for more information and to register for the **BRONC Tank** camp.

ES Program to present Undergraduate Business Concept Competition in the Spring

The first annual Rider Collegiate Business Concept Competition will give undergraduates the opportunity to get rewarded for their innovative business ideas. Any Rider undergraduate student is eligible to compete simply by writing a 400-word description of their concept and submitting it to the website by the March 19, 2018 entry deadline. Go to www.Rider.edu/riderbusinesscompetition and click on the entry on the left. First prize will be \$500 and second prize is \$250.

We will have a live Competition Finale on Wednesday, April 11, 2018, when the top five finalists from the pool of submissions will pitch their ideas to a panel of entrepreneurial judges.

Using our successful high school competition as a model, the Collegiate Business Concept Competition gives all Rider undergrads the opportunity to develop their writing and presentation skills in articulating an innovative business concept, while developing each part of their concept to create a holistic plan. These concepts can also be developed by individuals or by teams.

Lisa Teach, coordinator of the competition and an ES Center Entrepreneur-in-Residence, will be holding an information session on Thursday, February 1, 2018 on campus to help any interested undergrads hone in on their business ideas.

Please contact Lisa at teachli@rider.edu with any questions and if you know of any Rider undergrads, encourage them to apply.

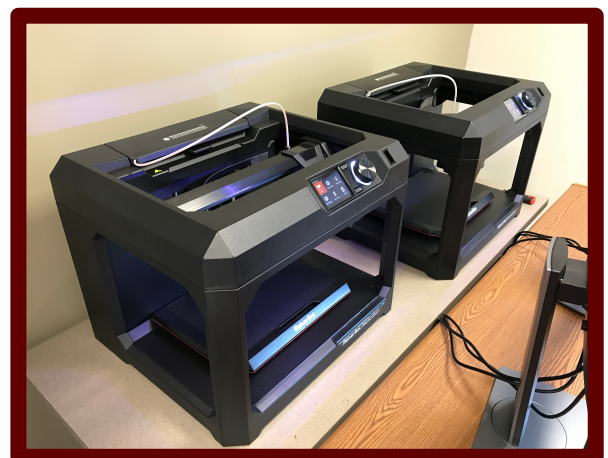
The Entrepreneurship Program thanks the Hudicka family, founders of Fizzee Labs (www.fizzee.com)

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Thanks to our partnership with the Uncommon Individual Foundation (UIF), the Center received a technology grant to purchase two 3-D printers.

Along with printers, we also were declared an incubator site by a software firm that sells 3-D modeling software, called Solidworks.

This allows the Center to load state of the art software on up to 10 computers on campus so students and staff can develop their models. These models can then be created on our 3-D printers



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Alumni Guest Article: Jessica Layton '15

As soon as I stepped foot on the campus of Rider University, I knew that was where I wanted my college experience to take place. My family owns a funeral home, and although they expected me to eventually get my funeral director’s license, my career choice was mine alone to make. It wasn’t until after taking several entrepreneurial studies courses and a few marketing classes that I decided that one day I wanted to run our family’s business.

I graduated from Rider University with a Bachelor of Science in Business Administration. I double majored in Business Administration and immediately started school at Mercer County Community College the following year to complete my degree in business science. I passed all my State Board of Examiners for Licensed Funeral Directors and am currently working at Layton & Sons, a funeral business in 1985. I am the only daughter operated by my mother, Janice.



Rider gave me many opportunities through Ronald Cook's Small Business course. I was selected by Dr. Cook. This course really sparked my interest. Because students had to be selected, I knew I would be on a team with other hardworking students and we would be able to accomplish great things, and our team did. Our consulting project was entered into a national competition and received an award for being in the top ten in the nation! Having the ability to actually work with a local company and consult for them was an amazing, hands-on learning experience. If any of you have the chance to do something like this course, I highly recommend it.

It is important to find something in life that you are passionate about. Do not be afraid to take chances or experience new opportunities. If you’re unsure, give it a chance. If you don’t, one day you will look back and say “I wish I had...” One thing that has stayed with me over the years is something Dr. Cook told me, “Find your voice and you will succeed.” I hope each and every one of you “finds your voice.” Do that, and with hard work, success will follow.

If anyone has any questions about anything, feel free to contact me at jessllayton@cmcc.edu or help if I can!

Major in Business Administration. After graduating from Rider, I completed my degree at Mercer County Community College in business science. In 2014, I am now a NJ Licensed Funeral Director and am currently working at Layton & Sons, a funeral business in 1985. I am the only daughter operated by my mother, Janice.

Dr. Cook's Small Business course in particular was Dr. Cook. I participated in this class and was able to register for the course. This course really sparked my interest. Because students had to be selected, I knew I would be on a team with other hardworking students and we would be able to accomplish great things, and our team did. Our consulting project was entered into a national competition and received an award for being in the top ten in the nation! Having the ability to actually work with a local company and consult for them was an amazing, hands-on learning experience. If any of you have the chance to do something like this course, I highly recommend it.



Fourth Class Completes Veterans Entrepreneurship Program

Last summer, veterans completed the first phase of the 2017 Veteran Entrepreneurship Training (VET) program at Rider. The free nine-week program combines classroom teaching with mentoring to help veterans pursue a venture concept.

“We learned from the previous class of veterans and for this year have changed some aspects of the experience,” says Dr. Ron Cook, director of Rider’s Center for Entrepreneurial Studies. “We will continue to provide worksheets at the end of each class, as we want the veterans to complete their homework assignments. We will continue to provide the benefit of having the mentorship portion of the program, which will help them as they work with their mentors throughout the year. Our program will also include a panel of veteran entrepreneurs who will be available to all the veterans in the program. They will be able to consult with all of these experts, not just one, for whatever assistance or advice they may need for their individual business during the classroom portion of the program.”



Second, Cook said, “the support of the Uncommon Individual Foundation (UIF) will greatly enhance part two, the post classroom part. UIF will offer the full resources of the foundation to help Veterans pursue their ventures once they have graduated from the classroom portion of the program, by providing incubator space, student help, and networking for a full year.”

At the end of July, the veterans enjoyed a graduation ceremony and celebration as they completed the classroom portion.

This year’s program was made possible by the support of New Jersey Bankers Charitable Foundation, Inc., and The Uncommon Individual Foundation.

We are grateful that our sponsors share our vision of helping foster veterans’ personal and professional growth through entrepreneurial teaching.

*(Above)
2017 Veteran graduates, faculty,
and mentors*

New Role

Dr. Ron Cook has accepted a new position within the College of Business Administration – he is now Associate Dean for Graduate Programs. He is still Entrepreneurial Studies Center Director but will be transitioning these duties to Lee Zane by next summer. However, in his new role, he will still be supporting entrepreneurship at Rider as all of these new entrepreneurship initiatives are making the CBA even stronger.

e **w** **2018 Brodsky High School Business Concept Competition (continued)**

(Continued from p.1)

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e The competition is open to high school sophomores, juniors and seniors; however, it now has two categories, each with its own set of prizes:

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S 1. Seniors will compete for a four-year, full-tuition scholarship to Rider University and a trophy for their high school.

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y 2. Sophomores and juniors will compete for \$750, a trophy for their high school and automatic entrance to the finals when they are a senior.

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s The top five finalists in each category will be invited to present their business concept at Rider before a panel of judges on Jan. 17, 2018 in a live finale, followed by a celebration banquet.

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o "The competition has grown in its previous three years and, with Norm's incredible support, took another huge leap forward this year," said Dr. Ron Cook, director of the Center for Entrepreneurial Studies and Associate Dean of the College of Business.

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T See videos of the 2017 Finals at www.rider.edu/entrepreneurship (click on High School Business Concept Competition)

S Do you need entrepreneurship interns or co-op students for your company and want to give Rider students that opportunity? We are always looking to help Rider students, so if you are aware of any internship openings, please let Dr. Cook (cookr@rider.edu) know.

S Would your company benefit from being involved in the Small Business Institute ® program? We are looking for firms to participate in our award-winning student consulting program. Contact Dr. Cook (cookr@rider.edu) for details.

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