EMBRACING EXPECTATIONS FOR EXCELLENCE

The 2013-2014 academic year was one of growth, achievement and enhanced reputation for the Entrepreneurship & Emerging Enterprises (EEE) program at the Martin J. Whitman School of Management at Syracuse University. Leveraging the strong platform established over the past decade, our rankings held steady in the top 10 of the major institutional surveys. We grew the number of students taking EEE classes at both the undergraduate and graduate levels. Many of those students came from outside of the Whitman School, underscoring the importance of entrepreneurship in multiple contexts and majors across the Syracuse University campus. Student companies in the Couri Hatchery expanded from 18 to 56, with a number of those firms achieving significant success in garnering sales, media attention and/or external investment.

Our faculty continued to conduct innovative research resulting in numerous articles in leading scholarly journals. Several EEE professors continued service as editors and editorial board members of top international journals.

Our reputation as an institution attracted students from other universities seeking our support and direction. Numerous community connections and partnerships have been forged through our provision of entrepreneurial counsel, and dozens of alumni, business owners and organizations have come to consider EEE at Whitman the preeminent source for entrepreneurial resources and guidance.

The impact of community outreach programs offered through our Falcone Center for Entrepreneurship grew substantially. The South Side Innovation Center housed 27 start-up companies. The Women Igniting the Spirit of Entrepreneurship (WISE) initiative worked with more than 1,000 individuals in the community, and our Entrepreneurship Bootcamp for Veterans with Disabilities programs served 230 military veterans and/or family members.

In recognition of our excellence in programming and services, we were awarded an Innovation Hot Spot Grant by New York State Governor Andrew Cuomo’s Regional Economic Development Council. With over $538,458 in total grants and donations received last year to support our programs, we are poised to expand our collaborative efforts across the Syracuse campus and with other universities and community groups.

We expect to build on these successes in the 2014-2015 academic year by further growing our programs and continuing to play a leadership role in the entrepreneurial community. We would like to thank you for your support in helping us realize our high expectations for excellence. We welcome your partnership as we strengthen our position among the nation’s elite in entrepreneurship education and advancement.
HONORING THE FOUNDATION AND FUTURE OF WHITMAN EEE

The past academic year was marked by many celebrations, accomplishments and accolades. Among the most significant were the retirement of George Burman, founder of the entrepreneurship program at Whitman, and the recognition of Professor John Torrens with the prestigious university-wide Meredith Teaching Award.

George Burman is known by many as a retired professional football player. Others know him as a former Whitman dean. Numerous alumni regard him as a favored professor. Those familiar with the EEE program consider Burman the visionary and founder of a program that is now a pillar of the Whitman School.

Burman earned his bachelor’s from Northwestern University while playing on the football team. He went on to play 10 seasons in the NFL and spent off seasons earning an MBA and Ph.D. from the University of Chicago.

After retiring from the NFL in 1974, he served as assistant dean of the School of Urban and Public Affairs at Carnegie Mellon University before becoming president and turnaround orchestrator of American Gilsonite.

Academia beckoned Burman back. In 1990, he became the 14th dean of Syracuse University’s School of Management. He immediately began working to better allocate funds, enhance curriculum, hire promising professors and re-earn AACSB accreditation.

Burman’s most significant accomplishments as dean include the successful $40-million campaign to fund the School’s University Avenue home and the establishment of the EEE Department.

“We recognized an opportunity for the school to create a brand. There was a sense that venture creation and entrepreneurship were really getting off the ground. The timing was important, because there were not many entrepreneurship programs in business schools,” said Burman.

Twenty years later, the EEE program is consistently ranked among the top in the nation and is one of a few to offer an MBA specialization, a master’s and a Ph.D.—all specifically focused on entrepreneurship.

Burman stepped down as dean in 2003. After a year sabbatical, he rejoined the faculty and chaired the EEE Department from 2007-2013 before fully retiring.

“I am especially grateful to George for getting the school accredited and for the development of the entrepreneurship program,” said Deborah Freund, former SU vice chancellor and provost. “I am sure he will go down as one of the finest deans the School of Management has had.”

John Torrens entered college as a music education major but realized he was meant for another path after observing an elementary school clarinet lesson. He earned a bachelor’s in psychology from State University of New York at Potsdam and a master’s in speech-language pathology from Syracuse.

After working at a few places as a speech-language pathologist, he started a home-based practice. While pursuing his Ph.D. in business administration from Northcentral University, Torrens grew his company to five locations with 250 employees. He sold the business in 2008, but later reacquired three locations.

In 2009, Torrens found his second calling while teaching a class at Whitman as an adjunct professor. Today, he is a full-time professor of practice and engages more fully in his business during school breaks.

Torren’s real-world experience and passion for teaching have contributed to the rise in reputation of the EEE program. They were also factors in his selection for SU’s prestigious Meredith Teaching Recognition Award, which acknowledges non-tenured faculty for teaching excellence and innovation, effectiveness in communicating with students and the lasting value of courses.

In addition to other EEE classes, Torrens coordinates Whitman’s senior capstone course and has instructed cross-campus entrepreneurship classes. He is active in the Institute for Veterans and Military Families where he teaches in the Entrepreneurship Bootcamp for Veterans with Disabilities, the Veterans’ Women Igniting the Spirit of Entrepreneurship symposia and the online Boots to Business training program.

Torrens was also honored as an outstanding educator by the Consortium for Entrepreneurship Education. He has co-authored papers and contributed to a speech-language and audiology textbook and guide.

Torrens counts teaching as his most rewarding role. “The thing I love most is connecting with and learning from students. They constantly teach me something new. I enjoy staying in contact with them as they go out into the world. It is rewarding to watch their career trajectories.”
EEE 2013-14 YEAR AT A GLANCE

RANKINGS

#5 Bloomberg Businessweek best undergraduate schools for entrepreneurship
#6 Princeton Review/Entrepreneur magazine undergraduate entrepreneurship program
#9 U.S. News and World Report undergraduate entrepreneurship program
#14 Forbes list of America’s most entrepreneurial universities
#17 Princeton Review/Entrepreneur magazine graduate entrepreneurship program
#19 U.S. News and World Report graduate entrepreneurship program

EDUCATION

204 MAJORS
63 MINORS
1,800 UNDERGRAD STUDENTS
400 GRADUATE STUDENTS
7 FULL-TIME PH.D. STUDENTS

FACULTY RESEARCH

3 EDITORIAL BOARD POSITIONS AT LEADING JOURNALS
21 FACULTY AND PH.D. STUDENT PUBLICATIONS IN TOP-TIER JOURNALS
36 BOOKS
2 SECOND MOST RESEARCH-ACTIVE ENTREPRENEURSHIP PROGRAM IN THE WORLD

TOTAL WON IN STUDENT BUSINESS COMPETITIONS: $530,000
IN EXTERNAL CAPITAL RAISED BY HATCHERY COMPANIES: $300,000
GROWTH IN NUMBER OF HATCHERY COMPANIES: 300
STUDENT MEMBERS OF THE ENTREPRENEURSHIP CLUB (E-CLUB): 113
E-CLUB MEMBERS SELECTED FOR COLLEGIATE ENTREPRENEURS ANNUAL CONFERENCE: 36
COMMUNITY OUTREACH: $5.4 MILLION
COMMUNITY PARTICIPANTS IN THE ENTREPRENEURSHIP BOOTCAMP: 230
ENTREPRENEURSHIP BOOTCAMP FOR VETERANS PARTICIPANTS: 950
WISE SYMPOSIUM ATTENDEES: 630
INDIVIDUALS TRAINED THROUGH THE WISE WOMEN’S BUSINESS CENTER: 16
EXPERIENTIAL LEARNING

- 56 student businesses run through the Couri Hatchery
- $530,000 in external capital raised by hatchery companies
- 600% growth in number of hatchery companies
- 300 student members of the entrepreneurship club (E-Club)
- 16 E-Club members selected for collegiate entrepreneurs annual conference

$300,000 total won in student business competitions

COMMUNITY OUTREACH

- 46 community participants in the entrepreneurship bootcamp
- 230 entrepreneurship bootcamp for veterans participants
- 950 Wise symposium attendees
- 630 individuals trained through the Wise Women’s Business Center
- 27 businesses in the South Side Innovation Center

113 one-on-one client trainings with clients’ gross revenue totaling $5.4 million
EXPERIENTIAL LEARNING YIELDS MUTUAL BENEFITS FOR STUDENTS AND BUSINESSES

The objective of EEE420/621 “Corporate Entrepreneurship” is for students to understand the entrepreneurial behavior of corporations. Student teams are assigned to local companies and examine growth, organizational structure, culture, employee compensation, knowledge management and human resource issues. The teams are expected to understand the industry, market and competition by reading reports, conducting interviews and surveying employees to provide concrete suggestions for improvements.

In the six times EEE420/621 has been taught at Whitman, 44 companies and more than 200 students have reaped immeasurable benefits from this experiential learning course open to upperclassmen and graduate students. Steven Pincus ’15 was one of those students. His team was matched with Pioneer Warehousing & Distribution, LLC, a family-owned business headquartered in a suburb of Syracuse.

According to Lisa Conway of Pioneer, it was a valuable exercise for the company. “We had five bright and committed students learn our business, think strategically about what we can do differently and provide a fresh perspective and recommendations for continued success.”

Pincus sees the benefits of this project as significant and long lasting. “It provided a platform to put theory into practice, and I gained a repertoire of skills that I will use well into my career.”

Entrepreneurship and Emerging Enterprises is a flagship program at the Whitman School. Consistently ranked as one of the top entrepreneurship programs in the nation, Whitman EEE helps students discover their innate entrepreneurial potential, giving them a set of tools and perspective to capitalize on that potential and help launch their career.

The underlying philosophy of the EEE program is experiential learning. The entire program is dedicated to providing hands-on opportunities for students to live entrepreneurship, whether through starting their own companies, working with local startups or by engaging in consulting projects with established businesses or not-for-profits. Students also gain practical experience through connecting with the programs offered in the Falcone Center for Entrepreneurship.

Whitman’s entrepreneurship program is designed to examine and enhance the connection between educational excellence and entrepreneurship ingenuity, offering specialized tracks and coursework in new venture creation, corporate entrepreneurship, social entrepreneurship and family business. Graduates are well suited for entrepreneurial management opportunities in a variety of settings, from both small and large organizations to startups and family businesses.

THE EEE UNDERGRADUATE PROGRAM

Combining classroom time with experiential learning opportunities and real-world business practice, undergraduate students gain invaluable hands-on experiences through intensive and interactive group-oriented projects—including biannual business plan competitions and business simulations. During their senior year, every Whitman undergraduate participates in Whitman’s Capstone experience, an experiential program that brings together all the elements of the Whitman education in the context of an original business concept that students conceive and develop as a viable, sustainable and innovative new venture.
THE EEE GRADUATE PROGRAM
At the MBA level, Whitman offers a specialization in entrepreneurship, focusing on entrepreneurial management—how to bring an entrepreneurial perspective to the challenges and opportunities confronting organizations of all sizes and types. All MBA students also complete the Global Entrepreneurial Management course, which is a field experience built around the actual implementation of an entrepreneurial concept.

Our one-year M.S. in Entrepreneurship (MSE) program is designed for students who want a “mini-MBA” with a key focus on entrepreneurship. It provides a rigorous immersion into the nature of entrepreneurship and the entrepreneurial process. There are many hands-on classes in the program. Core content is coupled with a strong commitment to experiential learning. MSE students’ companies have been profiled in Forbes and Inc. among other media outlets.

CASSE
Whitman’s Certificate of Advanced Study in Sustainable Enterprise (CASSE) program is a cross-campus collaboration between Whitman, the College of Engineering and Computer Science, SUNY College of Environmental Science and Forestry and the Syracuse Center of Excellence. Students in CASSE courses learn from a cross-functional team of faculty, as well as from their peers from other colleges across campus, acquiring a unique perspective that provides employers with a competitive advantage in the marketplace.

THE EEE PH.D. PROGRAM
The Ph.D. program in entrepreneurship at the Whitman School of Management produces leading scholars and teachers in the rapidly growing field of entrepreneurship. Rob Nason, a 2014 EEE doctoral graduate, joined the faculty of Concordia University in Canada.

WHITMAN EEE HELPS STUDENT REALIZE SUCCESS IN ENERGY MARKET
James Shomar ’13 MSE, ’12, is the CEO of Solstice Power, a company he started in Whitman’s Couri Hatchery. The company is developing the Solstice Hybrid System, an on-site solar power system capable of providing electrical, heating and AC power for a third of the cost of conventional solar systems.
Solstice Power was profiled in Inc. magazine and won the Fetner Prize in Sustainable Enterprise for its potential to create a positive impact on society and the natural environment. Shomar met with former NY 24th Congressional Rep. Dan Maffei to discuss changes to the nation’s incentive structure and the future of the energy industry. He recently partnered with the IBEW Local 43 Training Facility to beta test the system.
Solstice Power was awarded $10,000 at the 2014 Emerging Talk demo day and was recently selected as a semi-finalist for the 43North competition, which is part of New York Governor Andrew Cuomo’s Buffalo Billion initiative, designed to drive new economic opportunities in Western New York.
Shomar credits his MSE coursework, specifically the accounting and organizational behavior classes, for providing a foundational core and helping him understand the basics of how his business should work. The hands-on experiences throughout the program and the flexibility to work on his own business as part of the entrepreneurial field experience course contributed significantly to the success he has had and will undoubtedly continue to achieve.
Whitman’s team of renowned research faculty and accomplished professors of practice have led the EEE program to national recognition since its inception in the late 1990s.

One important component of a leading academic entrepreneurship program is the development of new knowledge. The EEE faculty have received both national and international acclaim for their thought leadership. Whitman’s team of renowned research faculty are ranked second in the world for research productivity by Texas Christian University. These accolades reflect our faculty’s commitment to industry advancement and providing an innovative academic experience that prepares students to chart a path to entrepreneurial success.

HONORS AND RECOGNITION
The following are a few of the recent acknowledgments for faculty research achievements.

G. THOMAS LUMPKIN
- 2013 recipient of Family Firm Institute Best Article Published in 2012 in Family Business Review - Honorable Mention
- Guest editor, special issue of Family Business Review - 1st review issue
- Guest editor, special issue of Journal of Management Studies on Sustainability, Ethics, and Entrepreneurship

ALEXANDER MCKELVIE
- 2014 Whitman Research Award

MARIA MINNITI
- Directed the Global Entrepreneurship Monitor workshops in Austria and Malaysia, with attendees from more than 40 countries

TODD MOSS
- Academy of Management’s Carolyn Dexter Award, an all-Academy award given to the best paper internationalizing the Academy
MINET SCHINDEHUTTE
Recipient of Fulbright Scholarship to be in Goa, India

JOHAN WIKLUND
Guest editor, special issue of Entrepreneurship Theory & Practice on evidence-based entrepreneurship

SELECTED PUBLICATIONS

DAVID BRANNON (Ph.D. ’11), JOHAN WIKLUND and J. MICHAEL HAYNIE, “The varying effects of family relationships in entrepreneurial teams,” Entrepreneurship Theory & Practice


G. THOMAS LUMPKIN, TODD MOSS, DAVID GRAS (Ph.D. ’13), SHOKO KATO (Ph.D. ’12) and ALEJANDRO AMEZCUA, “Entrepreneurial processes in social contexts: How are they different, if at all?,” Small Business Economics


MARIA MINNITI (with M. Levesque and D. A. Shepherd), “How late should Johnny-come-lately come?,” Long Range Planning


PROFESSOR TODD MOSS TO LEAD THE SUSTAINABLE ENTERPRISE PARTNERSHIP

Todd Moss has joined Whitman as an assistant professor of entrepreneurship and faculty director of the Sustainable Enterprise Partnership. Moss’ research is focused on the intersections of entrepreneurship, social responsibility and innovation and has appeared in Entrepreneurship Theory and Practice, Strategic Entrepreneurship Journal and The Academy of Management Learning and Education, among others. He recently received the Academy of Management’s Carolyn Dexter Award, an all-Academy award given to the best paper internationalizing the Academy. His paper, “Competition vs. Cooperation: Motivating Groups in Base-of-the-Pyramid Markets,” (with G. Kistruck, R. Lount, B. Smith and B. Bergman), was selected from among the best papers nominated by 22 Academy of Management division program chairs.

At Whitman, Moss teaches undergraduate and graduate courses supporting the Certificate of Advanced Study in Sustainable Enterprise (CASSE). Previously, Moss was an assistant professor of strategy and entrepreneurship at Oregon State University.

Moss earned his B.S. and M.S. degrees in mechanical engineering from Brigham Young University (BYU), his MBA from BYU’s Marriott School of Management and his Ph.D. in business administration with an emphasis in strategic management and entrepreneurship from Texas Tech University.
ENTREPRENEURIAL EXPERIENCES OUTSIDE THE CLASSROOM

PANASCI WINNER BRIDGES GAP BETWEEN PRODUCTION COMPANIES AND AUDIENCES

Melanie Witkower ‘14 earned the top prize and a $20,000 award in the Panasci Business Plan competition for her business, Screen-Bridge. Screen-Bridge is a social television production company that works with TV networks to engage viewers online through campaign conceptualization, production and analytics.

The concept was Witkower’s solution to a gap she saw in the entertainment industry. “Traditional networks are designed to create a show for one distribution platform. Today, it is critical for networks to leverage the social media space.”

Screen-Bridge brings together TV show producers, cinematographers and editors to blend high quality production with a data-backed social media strategy to ensure content reaches and resonates with the target audience. The company produces photos and videos designed for social media distribution while working on set with a show’s cast and crew.

When a show airs, Screen-Bridge finds trends in online discussion and develops insights. For example, if one character is receiving no buzz but a side character is, Screen-Bridge can suggest the production company allocate screen time differently for future episodes.

Witkower counts the Capstone course as instrumental in the foundation of Screen-Bridge. “It taught me how to approach a business idea with a strategic vision,” she added. “And my time in the Couri Hatchery was also invaluable. Bouncing ideas off of other students and having other business plans to reference allowed me to understand different vantage points for my own company.”

The Falcone Center for Entrepreneurship, named for Michael J. Falcone ‘57, is the outreach arm of Whitman’s Department of Entrepreneurship and Emerging Enterprises. Its mission is the facilitation of entrepreneurial activity on campus, in the local and regional community and beyond through innovative programs and initiatives.

COURI HATCHERY

The Couri Hatchery is a supportive business incubator available at no cost to students to help them start, establish and develop their businesses to the point where they can stand on their own. Over the past two years, the growth of student-run companies utilizing the Hatchery increased by 600 percent. It has also grown its portfolio of mentors who meet with students on a regular basis, including a lawyer, accountant, HR representative, sales and marketing expert, banker and technology analyst.

PANASCI BUSINESS PLAN COMPETITION

The campus-wide Panasci Business Plan Competition awards more than $35,000 in prize money to the top three teams whose new venture ideas represent the best potential for sustainable growth and attracting outside financing. Forty-nine student teams participated in the program in 2013-14.

D’ANIELLO INTERNSHIPS

The program offers selective internship appointments during the academic year, which provide accomplished students the opportunity to work directly with an entrepreneur and founder of a high-growth, innovative company located in the greater-Syracuse metropolitan area. During the 2013-14 academic year 13 students gained practical experience through the D’Aniello program.
**ENTREPRENEURSHIP CLUB (E-CLUB)**
The Entrepreneurship Club is dedicated to encouraging the spirit of entrepreneurship among the student body and to supporting the needs of students who are interested in entrepreneurship. Student members engage in business pitch competitions, bring in notable guest speakers, coordinate field trips and work together on entrepreneurial ventures. The E-Club has over 300 members, making it the largest club on campus. In October 2013, 16 members of the club were selected to attend the prestigious Collegiate Entrepreneurs Organization Annual Conference in Chicago.

**FAMILY BUSINESS CLUB**
The Family Business Club is dedicated to preparing students for the unique challenges of working for and running a family business. The goal is to improve the professional development of members through the exchange of ideas, best practices and experiences. Club members work with alumni and guests from local family businesses to discuss many of the important issues that family businesses face. A team from the club placed as semi-finalists in the Global Enterprise Case Competition in Vermont.

**CREATIVITY, INNOVATION & ENTREPRENEURSHIP LEARNING COMMUNITY (CIE)**
The CIE, led by Whitman EEE Professor of Practice Alexandra Kostakis, is housed on the third floor of SU’s Dellplain Residence Hall. CIE is dedicated to the discovery and celebration of entrepreneurship and innovation. Students work with real-world challenges, develop tools and learn techniques to foster their entrepreneurial potential. In the 2013-2014 academic year, 28 students participated in the one-credit course related to the CIE.

**HATCHERY BUSINESS FINDS ENTREPRENEURIAL SUCCESS THROUGH SWEETS AND TREATS**
ThunderCakes, LLC is a remote-location bakery on the campus of Syracuse University specializing in customized cakes, made-to-order baked goods and private event catering. The company was founded by Courtnee Futch ’15 in the Couri Hatchery.

ThunderCakes placed second in the 2014 Panasci Business Plan Competition and won a $7,500 monetary prize. The company was profiled on Syracuse.com and recognized by the Whitman Alumni Club of CNY as the 2014 Student Business of the Year, which came with a cash prize of $3,000 and up to $7,000 of in-kind services donated by alumni.

Futch, a communication and rhetorical studies major, started the company her freshman year. She took Whitman’s Introduction to Entrepreneurship course as a sophomore to develop skills for business ownership. “The knowledge I gained was instrumental to ThunderCakes’ success, and I came to think of the EEE Department as a resource and a support system.”

Futch hopes to begin selling direct to vendors, caterers and restaurants in 2016. Her time in the Couri Hatchery will no doubt help her realize growth goals. “I am so thankful for the Hatchery and its staff who were dedicated to understanding my business wholly.”

She notes the invaluable expert resources, such as law, accounting and marketing, offered to Hatchery businesses. “At some point, I availed myself of each resource. ThunderCakes has grown as a direct result of the Hatchery’s commitment to bridge the gap between novice and seasoned entrepreneurs.”
VETERANS PROGRAM GIVES FORMER SOLDIERS ENTREPRENEURIAL TRAINING AND SUPPORT

J. Michael Haynie, executive director of the Institute for Veterans and Military Families and the Barnes professor of entrepreneurship at Whitman, is a veteran of the U.S. Air Force. In his post-service role as a professor, it weighed on him that more could be done for military veterans, particularly those with disabilities. He felt that education could mean empowerment and the potential for a productive civilian life.

The Executive Bootcamp for Veterans with Disabilities (EBV) program was launched at Whitman in 2007 and has expanded to a network of eight university partners. More than 890 veterans have gone through the program, which was profiled by special correspondent Sanjay Gupta in a segment on CBS’ 60 Minutes. More than 50 percent of graduates start businesses within four months of completing the training. Many have launched ventures that have revenues in the millions of dollars.

Garrett Anderson, a former radio operator in the Marine Corps, turned to the EBV for help launching a production company. Anderson, like an estimated 600,000 other veterans, suffers from post-traumatic stress disorder. He and his business partner launched their first film, The November War, which features 12 marines from Anderson’s unit recounting their battle in Fallujah.

“EBV helped me understand that what we have been through was much harder than starting a business,” explained Garrett. “The road ahead requires the same self discipline we were all taught in the military, and we can continue to serve our society and communities back home through business ownership.”

ENTREPRENEURSHIP BOOTCAMP

The Entrepreneurship Bootcamp is tailored to local aspiring entrepreneurs in the Syracuse area. Participants are exposed to critical concepts, ideas and approaches that work in creating successful ventures, as well as common mistakes and pitfalls to avoid. To date, the Bootcamp has graduated over 500 local entrepreneurs.

ENTREPRENEURSHIP BOOTCAMP FOR VETERANS WITH DISABILITIES

The Barnes Family Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) program offers cutting-edge, experiential training in entrepreneurship and small business management for post-9/11 soldiers, sailors, airmen and marines disabled as a result of their service to our country. The Entrepreneurship Bootcamp for Veterans’ Families (EBV-F) program was also launched for caregivers of seriously wounded veterans to provided the same educational and mentoring opportunity. Over 890 veterans and caregivers have gone through the EBV and EBV-F programs, since their launch in 2007. The EBV programs are offered entirely free of charge to the veterans and family members.

WOMEN IGNITING THE SPIRIT OF ENTREPRENEURSHIP (WISE)

Women Igniting the Spirit of Entrepreneurship (WISE) is an initiative to train and inspire women interested in launching or growing a business venture. The program’s objective is to provide information, resources and support for women entrepreneurs, enabling each to successfully advance her business to the next stage of profitability and success.

Last year, the WISE Women’s Business Center served 101 women entrepreneurs. These firms reported over $5 million in gross revenues. WISE worked with 601 others through training and workshops.

The one-day WISE Symposium—attended by nearly 1,000 women—includes a variety
of seminars and panel discussions offering practical advice covering topics from all aspects of the business world; motivational speeches from local and nationally-known successful women business owners; many networking opportunities; a business expo featuring 126 exhibitors; 63 speakers throughout the day and much more.

THE 2014 WISE SYMPOSIUM:
- Reached 7.1 million people on the Twitter hashtag #WISE2014, securing the top national trend three times on the day of the event.
- Featured 63 speakers throughout the day, including two keynote presenters, 45 breakout session speakers and 16 WISE Talks speakers.
- Was supported by 42 sponsors.
- Raised more than $35,000 in cash and $70,000 in-kind donations.
- Hosted WISE Latinas and WISE Veterans luncheons on site.
- Included the first-ever “Be WISE Buy LOCAL Spring Fling” co-hosted with Syracuse First featuring 25 local restaurants/venues sampling products.

SOUTH SIDE INNOVATION CENTER
A community based microenterprise incubator, the 14,000-square foot South Side Innovation Center (SSIC) provides office space and equipment to foster the creation of new ventures and help existing businesses grow. The SSIC currently houses 27 companies as tenants and works with another 350 entrepreneurs and aspiring entrepreneurs each year.

WHITMAN PLAYS LANDLORD AND MENTOR TO SYRACUSE START UPS
With the faith of family and the urging of mentors who saw his potential, Hasan Stephens fought daily temptations and fear in the Bronx to earn admission to Hobart College. After graduation, he took a position at Hillbrook Juvenile Detention Center where he found his calling of working with troubled youth. The Good Life Foundation was born from Stephens’ passion of cultivating a movement of entrepreneurial thinking among at-risk kids.

After considering the limited rental options for start-ups in Syracuse, the Good Life Foundation found its home in the South Side Innovation Center. According to Stephens, it is the perfect place for an organization in its infancy, and the value of the connection to Whitman is immeasurable. With support from and access to the expertise of other tenants, it is truly a collaborative environment. Meeting space, printing services and practical skills classes help position start-ups for success.

Funded by grants, donations and government contracts, Stephens and his team of life coaches work to interrupt the cycle of poverty and incarceration. The number of youth in need outpaces the number of volunteers and funding levels, but Stephens plans to work until the opposite is true.

“The SSIC has been an ideal place for the Good Life Foundation to take root. My passion for this project is tremendous, but the community of experts, support and resources available here has given me the confidence to create and cultivate something truly special.”
DUNEIER NAMED 2014 WHITMAN YOUNG ALUMNI

Jake Duneier ’10 was named the 2014 Whitman Young Alumnus of the Year. A dual EEE and management major at Whitman, Duneier is now director of business development at Clyde Duneier, Inc., a NYC-based fourth-generation family business internationally recognized as a leader in the fine jewelry wholesale business.

Duneier works to develop new product lines in the diamond and color stone jewelry business. He has spearheaded partnerships with celebrities such as Randy Jackson, Badgley Mischka, Marc Ecko and several Home Shopping Network on-air personalities, among others.

During his time at Whitman, Duneier ran a very successful liquidation jewelry business in the Couri Hatchery. Since graduating, he has been a generous supporter of Whitman’s newly launched family business career track in the EEE Department by funding case competitions, helping to expand the curriculum and sharing his experiences and perspective with students.

“Jake was instrumental in getting our family business work off the ground,” said Alex McKelvie, associate professor and chair of the EEE Department. “His insight led us to develop a unique two-course sequence and his support allowed our family business students to gain important experiences that will influence them throughout their careers.”

RYAN NOVAK ’11 LEADS CHOCOLATE PIZZA COMPANY TO 365 PERCENT GROWTH

Ryan Novak ’11 rose from the ranks of dishwasher to owner of the Chocolate Pizza Company. After working at the company for six years, Novak bought the business at the age of 21 and has led an explosive expansion with sales up 365 percent in just three years. The company’s products are now sold at more than 1,200 retailers nationwide including Hallmark, Lori’s Gifts, Bass Pro Shops, Dick’s Sporting Goods (Field & Stream) and Kinney Drugs. The Chocolate Pizza Company was featured on the popular Food Network show “Unwrapped” and on ABC News. Inc. Magazine also featured the company.

ADAM GOLD ’07 AND KYLE COREA ’07 OPEN SECOND LOCATION OF FUNK ‘N WAFFLES RESTAURANT

Adam Gold ’07 and Kyle Corea ’07 started Funk ‘N Waffles in Whitman’s Couri Hatchery. It is a specialty café, which serves breakfast, lunch and dinner with an emphasis on natural, organic, locally-grown food. At night, Funk ‘n Waffles features eclectic music from artists around the globe.

The restaurant, which placed third in the Panasci Business Plan Competition in 2007, was featured on Guy Fieri’s hit Food Network show “Diners, Drive-ins, and Dives.” Gold and Corea recently opened a second Funk ‘N Waffles location in downtown Syracuse.
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