The mission of the EMC is to inspire entrepreneurship across the campus and enable students to develop the entrepreneurial competencies necessary to compete in the global economy.

The Entrepreneurial Management Center at San Diego State University is proud to announce that Leonard H. Lavin has provided a substantial financial gift to the EMC, and as a result of this gift, the center will be named the “Lavin Entrepreneurship Center.”
Dear EMC friends,

It is a great pleasure for me to present the Entrepreneurial Management Center’s 2011-2012 Annual Report. This past May, we experienced immense change and growth around the campus. SDSU welcomed a new President, Elliot Hirshman, the College of Business welcomed Michael Cunningham as the new Dean, and the EMC welcomed me as the new Executive Director. It is an honor to be associated with such an outstanding team of leaders. I would like to thank my predecessor, Dr. Sanford Ehrlich for his dedication and hard work that made the EMC an international leader in entrepreneurship.

One of the most gratifying aspects of my position has been participating in the changes that are bringing the EMC to the next level of entrepreneurship programs. This past year, we reconstituted the EMC advisory board. This elite group of top business leaders ensures that we are constantly creating and offering quality programs that support the next generation of entrepreneurs. These programs are designed to enhance the entrepreneurial competencies and confidence of our students along with building their social networks. The advisory board ensures that the programs are designed to complement the undergraduate and graduate entrepreneurial coursework coordinated by the Management Department within the College of Business.

This past May, we graduated our fourth class of Lavin Entrepreneurs. Students admitted to this program are carefully recruited from across the campus based on entrepreneurial potential. Because this program is so impactful, we have decided to make it a two-year experience for future students. We also have seen particular development in our internship and WebCompass programs. In WebCompass, we focus on educating students in strategies and tactics built around social media. By forming consulting teams of students with interests in business, graphic design, and computer science, we are able to create unique websites for non-profits and small businesses in the community. We had another extremely successful Entrepreneur Day and hosted our 23rd annual student business plan competition, Venture Challenge. I encourage you to visit our website, www.emc.sdsu.edu, to learn more about all of the different programs we offer.

Two new entrepreneurial incubators have opened up on campus. We are currently working with the Zahn Center in the College of Engineering to match business with engineering students to create comprehensive student start-ups. We look forward to working with the Donald P. Shirley BioScience Center to produce similar experiences.

In closing, I would like to announce an exciting development here at the EMC. We have received a very generous donation from Mr. Leonard Lavin, founder of the Alberto Culver Company, and we will soon be called the Lavin Entrepreneurship Center. Because of this gift, we are creating more enriching programs that will establish SDSU as a world leader in entrepreneurship. We look forward to continuing to provide our services to the young entrepreneurs across the campus and to another successful year!

Sincerely,

Alex F. De Noble

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**EMC OVERVIEW**

With the right blend of university curriculum and industry involvement, the Entrepreneurial Management Center (EMC) within San Diego State University’s (SDSU) College of Business Administration (CBA) has emerged as an entrepreneurial education leader. The EMC is a stellar example of what can result when academic talent, local industry partnerships, and private donors join forces, balancing the very latest in academic scholarship with hands-on experience. The University’s innovative learning environment and San Diego’s exciting entrepreneurial business climate are brought together through dynamic curriculum, local industry leadership support, and philanthropy to establish a leading entrepreneurship program. The EMC has developed diverse hands-on learning opportunities that complement and enrich the curriculum, enabling students to translate their knowledge into practice. We train future entrepreneurs to meet the challenges of commercializing products, to create and grow new ventures, and to increase networks of peers and mentors.

The primary purposes of the EMC are as follows:

1. To inspire entrepreneurial behavior across the culturally and economically diverse student population on campus, and to enable students to develop the entrepreneurial competencies necessary to compete in the global economy through experiential learning programs.
2. To support research initiatives of the faculty and outside individuals that are focused on deepening our understanding of the entrepreneurial processes.
3. To engage the local, regional, and global communities with education and service activities and programs which enhance entrepreneurial business acumen and support entrepreneurial business efforts.

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**LETTER FROM THE EXECUTIVE DIRECTOR**

With the right blend of university curriculum and industry involvement, the Entrepreneurial Management Center (EMC) within San Diego State University’s (SDSU) College of Business Administration (CBA) has emerged as an entrepreneurial education leader. The EMC is a stellar example of what can result when academic talent, local industry partnerships, and private donors join forces, balancing the very latest in academic scholarship with hands-on experience. The University’s innovative learning environment and San Diego’s exciting entrepreneurial business climate are brought together through dynamic curriculum, local industry leadership support, and philanthropy to establish a leading entrepreneurship program. The EMC has developed diverse hands-on learning opportunities that complement and enrich the curriculum, enabling students to translate their knowledge into practice. We train future entrepreneurs to meet the challenges of commercializing products, to create and grow new ventures, and to increase networks of peers and mentors.

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A hallmark of a well-run organization is a proactive and efficient Advisory Board. This year, the EMC re-established its board. The board consists of some of San Diego’s most prominent business leaders. This diverse group of leaders is influential in assisting with the future direction of the EMC. They use their years of experience to provide strategic and tactical support, raise funding, increase collaborations in the community, recruit investors, and maintain the EMC’s renowned reputation.

EMC STAFF

Alex F. DeNoble, Ph.D.,
EMC Executive Director, Professor

Bernhard Schroeder,
EMC Programs Director

Frank Steensnaes,
EMC Grants Manager

Beryl Pratts,
Finance and Programs Analyst

Amruta Gaiiwad,
Web Developer

Braden Priest,
Program Assistant

Elysha Decker,
Marketing Specialist

Joshua Krohn,
Film and Video Specialist

Nedlin Davalos,
Marketing Specialist

Pamela Johnson,
Marketing Specialist

Tan Doan,
Graphic Designer

EMC ADVISORY BOARD

Stephen Chang,
Founder, Stemgent, Inc.

Dave Ryan,
Managing Partner, Mission Ventures

Stephen Cushman,
Founder, Cush Enterprises

Peter Shaw,
Managing Director, Shaw Management Advisors

Larry Petersen,
Founder, LP Marketing

Stuart Sorenson,
Partner, Duane Morris LLP

William “Bill” Plourd,
President, El Toro Export, LLC

Michael Stoff,
Founder, President Novi Property

Brian Ramphal,
Founder, Ramphal & Associates, Inc.

Doug Wall,
Co-Founder, PureForge
LAVIN VENTURESTART PROGRAMS

CEO and Founder Kurt Lustig hosting Lavin Entrepreneurs at Taylor Guitars.
LA VIN PROGRAMS

In the 2011-2012 academic year, the EMC commenced its fourth year of Lavin VentureStart Entrepreneur programs. Leonard Lavin, founder and former CEO and Chairman Emeritus of the Alberto Culver Company, has generously supported the implementation of the VentureStart program here in the EMC. During the May 19, 2012, SDSU commencement ceremony, Mr. Lavin was awarded an honorary Doctor of Humane Letters degree. SDSU President Elliot Hirshman stated that he is a “sterling example for SDSU students to emulate” in his lifelong vision, determined work ethic, and entrepreneurial spirit, which allowed him to grow Alberto Culver to a Fortune 1,000 company. Lavin Entrepreneurs and the VentureStart business competition are two programs we have developed from Mr. Lavin’s funding.

LA VIN ENTREPRENEURS

We take great pride in ensuring that the Lavin Entrepreneurs embody Mr. Lavin’s entrepreneurial drive and have created a program that will truly encapsulate it. This year-long program exposes selected students to a rigorous entrepreneurial experience through meetings with founders of companies and stimulating hands-on activities. Beginning with the 2012-2013 year, we opened this program to students at the junior level. Last year, there were 18 students involved, which brought the total number of Lavin graduates to 68. A distinguishing characteristic of this year’s program is the one-on-one mentorships these Lavin entrepreneurs receive from prestigious local entrepreneurs. A mentor is crucial in providing examples and guidance on how one can achieve his or her goals.

The Lavin program is nationally renowned for its uniqueness in how much exposure the students receive to the entrepreneurial world. Entrepreneurs from multi-million dollar corporations visit the EMC regularly, and the students travel meet with CEOs from large firms. Tech Coast Angels and the San Diego Venture group also come to the EMC to converse with the Lavin students. All of the meetings provide the Lavin entrepreneurs with opportunities to network with community leaders, potential investors, and serial entrepreneurs.

The Lavin Entrepreneurs learn the real-life challenges and dedication required to start a company through business competitions such as Lavin VentureStart Ideation competition and the EMC’s Venture Challenge. They are also required to create a company and sell a product or service at the SDSU Entrepreneurship Day held in March. The students must read three entrepreneur books designed to bolster education and attend monthly meetings.

LA VIN ENTREPRENEUR PROGRAM

2011-2012 LAVIN VENTURESTART ENTREPRENEURS (18 Students)

Marta Tewodros – College of Sciences
Sudipa Datta – College of Business Administration
Victor Hugo Avina – College of Business Administration
Dari Wilson – College of Business Administration
Jorge Solorzano – College of Business Administration
Antonio Savino – College of Arts and Letters
Natalie Slapko – College of Business Administration
Justin Ker – College of Business Administration
Maggie McMahon – College of Arts and Letters
David Feeney – College of Engineering
Nicole Hakim – College of Business Administration
Abel Tadesse – College of Business Administration
Benjamin Umber – College of Business Administration
Nicholas Wetta – College of Business Administration
Nicholas Batcheler – College of Business Administration
Peter Sibley – College of Business Administration
Ben Azoulay – College of Arts and Letters

2011-2012 LAVIN VENTURESTART MENTORS (18 mentors)

Bob Greenstone – CEO, Permission Interactive
Peter Shaw – Former CEO & Venture Capitalist
Mike Stanizek – CMO, Retail InkJet
Tim Garrett – Sr. Vp., Simple Mobile
Angela Hill – Founder & CEO » Incitrio
Duncan McClaren – Founder, Soapbox Mobile
Craig Stevens – CEO, Mar West Realty
Jamie Mautz – Founder & CEO, Pacific Ink
Tom Franklin – Partner, Townsend & Kilpatrick
Doug Wall – CEO, Pure Forge
Yukon Palmer – Founder, Field Technologies
Michael Stoff – Founder, Navi Real Estate
Tham McIlroy – Partner, Co-Founder, Vokom | Founder » McIlroy Design
Michael Irwin – Strategic VP, WD40
Kevin Popovic – Founder, Ideahaus
Michael Librizzi – Founder » DBB
Bobby Brannigan – Founder, Valero Books
Carlos Martinez – Executive CPA, LevitZacks
Robert Reyes – Founder, Start-up Circle
Carl Pettersen – Founder, H2O Audio

“Winners make it happen, losers let it happen.”
2011-2012 LAVIN ENTREPRENEUR EVENTS

ENTREPRENEURS VISITING THE EMC
- Kevin Popovic, Founder, Ideahaus
- Jerry Halamuda, Founder, CEO, Color Spot Nurseries
- Thom McDory, Co-Founder, Volcom
- Todd Durkin, Founder, CEO, Fitness Quest 10
- Bobby Brannigan, Founder, CEO, Valore Books
- Brad Chisum, Founder, CEO, Lumedyne Technologies
- Cary Mack, Founder, Chairman, Torrey Pines Bank

COMPANY VISITS
- Taylor Guitar, Founder, CEO, Kurt Listug
- H2O Audio, Founder, CEO, Carl Pettersen
- Digitalia, Dan Khabie, Co-Founder, CEO

SDVG & TECH COAST ANGELS
- SDVG Networking Breakfasts (5)
- SDVG Pitch Fest Competition (1)
- Tech Coast Angels (2)

SDSU EVENTS
- Lavin VentureStart Competition (2)
- EMC Venture Challenge (1)
- EMC Entrepreneur Day (1)

LA VIN VENTURESTART COMPETITION

Held both in the fall and spring semesters, the Lavin VentureStart Competition is an exciting opportunity for students from the freshman to Ph.D. level to participate in an ideation and business plan competition. This competition helps students bolster the creativity necessary to form a successful company. Students first attend three VentureStart workshops to prepare for the competition and then submit brief business plans based on their ideas. Four to five teams are selected to compete in the Lavin VentureStart Competition and present their business ideas to a panel of three entrepreneur judges. The first, second, and third place winners receive a total of $900 in cash awards. Over 250 students participated in VentureStart during fall 2011 and spring 2012.

FALL SEMESTER LAVIN VENTURESTART COMPETITION – DECEMBER 5TH, 2011

Workshops
- September 28th: Ideation and Trendspotting Workshop
  Speaker: Bernhard Schroeder, Director of EMC Programs
- October 24th: Creating a Business Plan Workshop
  Speaker: Joel Gragg, SDSU alum and Principal at Huntington Capital
- November 16th: Giving a Powerful Presentation Workshop
  Speaker: Johnny Chan, Chief Marketing Officer at eBoost Consulting

Teams
- 1st Place: Mobile Network Innovations, wearable, location-aware device
- 2nd Place: Moquility Inc., mobile application for use at restaurants
- 3rd Place: FriendChip’s, healthy, de-hydrated vegetable chips
- Finalist: Assensa, upgraded manual wheelchair

Judges
- Joel Gragg, Principal at Huntington Capital
- Brad Chisum, Founder and CEO of Lumedyne Technologies
- Zeynep Ilgaz, Founder and CEO of Confirm BioSciences

SPRING SEMESTER LAVIN VENTURESTART COMPETITION – APRIL 30TH, 2012

Workshops
- February 13th: Ideation and Trendspotting Workshop
  Speaker: Bernhard Schroeder, Director of EMC Programs
- March 21st: Creating a Business Plan Workshop
  Speaker: Joel Gragg, SDSU alum and Principal at Huntington Capital
- April 16th: Giving a Powerful Presentation Workshop
  Speakers: Matt Reilly and Allison Heinrich of eBoost Consulting

Teams
- 1st Place: Aspire Innovations, biodegradable, cognitive-enhancing energy shot
- 2nd Place: Student Cloud, online crowdsourcing platform for students
- 3rd Place: Choco ART, artisanal Chocolate/Ice Cream Store
- Finalist: Handzoff Solutions, innovative hand sanitizer dispenser
- Finalist: World Scholar House, language program for Chinese students

Judges
- Jaime Mautz, Founder and President of Pacific Ink
- Duncan McLaren, Founder of Soapbox Mobile
- Carl Pettersen, Co-founder of H2O Audio
EMC INTERNSHIP PROGRAMS
EMC INTERNSHIP PROGRAMS

The internship program at the EMC is designed to provide students with opportunities to work with entrepreneurs as they grow their companies. Through our partnerships with the San Diego community, the EMC matches students with the best company that fits that individual’s strengths.

The EMC’s internship program coordinates with both for-profit and non-profit companies to give students a multi-faceted business learning experience. We also offer a unique Webcompass program that gives students the opportunity to design a website for a company. Graduate interns take part in the development of short and long-term strategy, competitive marketplace due diligence, and the research and final recommendations for action. Strategic projects range from operations, finance, and management to business development, research and marketing.

EMC INTERNSHIPS WITH FOR PROFIT COMPANIES

Since 2009, these internship opportunities for both graduate students and qualified undergraduates allow students to use knowledge learned in a classroom setting and apply it to a practical business setting. As well as building their resumes, students learn the fundamentals necessary to go forward in their entrepreneurial endeavors.

Through an extensive matching process, we put each student with a company that will best complement his or her strengths. All hiring and payment is administered by the SDSU Research Foundation, and the interns come to the EMC on a bi-weekly basis to fill out timesheets. Internships typically have a duration of 150 hours over each semester, and are paid.

Participating companies came from such diverse fields as:

- sports apparel
- assisted housing
- construction
- medical safety
- labor law
- military/civilian job training
- online consumer product guides
- real estate
- digital media
- retail performance management

LIST OF INTERNS AND COMPANIES

<table>
<thead>
<tr>
<th>Company</th>
<th>Student Intern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cornerstone Communities</td>
<td>Chris Frank</td>
</tr>
<tr>
<td>ECP Commercial</td>
<td>Jorge Solorzano</td>
</tr>
<tr>
<td>Prava Construction Services</td>
<td>Kara Bellowe</td>
</tr>
<tr>
<td>Soccer Fanatic</td>
<td>Kimberly Minkel</td>
</tr>
<tr>
<td>Soccer Fanatic</td>
<td>Brian Moore</td>
</tr>
<tr>
<td>Trendsource</td>
<td>Jordan Bowditch</td>
</tr>
<tr>
<td>Troop Transition</td>
<td>Bret Fredrickson</td>
</tr>
<tr>
<td>Elite Business Ventures, Inc</td>
<td>Max Malanga</td>
</tr>
<tr>
<td>MedLink</td>
<td>Kevin Cheng</td>
</tr>
<tr>
<td>ReSafe</td>
<td>Mari Chosich</td>
</tr>
<tr>
<td>ShowUHow</td>
<td>Xin Chen</td>
</tr>
<tr>
<td>Investing House</td>
<td>Deboshree Sarkar</td>
</tr>
<tr>
<td>Investing House</td>
<td>Prashasti Gehalot</td>
</tr>
<tr>
<td>Nam McKay &amp; Associates</td>
<td>Kara Bellowe</td>
</tr>
<tr>
<td>Paradise Found SD</td>
<td>Grecia Saavedra</td>
</tr>
<tr>
<td>Planned Parenthood</td>
<td>Laura Lopez-King</td>
</tr>
<tr>
<td>ShowUHow</td>
<td>Ni Huang</td>
</tr>
</tbody>
</table>
EMC QUALCOMM NON-PROFIT INTERNSHIPS

In 1999, The Kauffman Foundation provided the EMC with seed money to launch an entrepreneur internship initiative. Later that year, the EMC announced a grant from Qualcomm, Inc. to continue the social internship program which today is the Qualcomm EMC Social Entrepreneur Internship Program. The Qualcomm EMC Social Entrepreneur Internship Program places graduate students with non-profit organizations as ‘intern-consultants’ each semester to conduct a strategic project for the organization. Over the course of the internship, students identify an objective, perform related business analysis, and develop a substantive report. SDSU faculty advisors act as facilitators and Qualcomm employees mentor the interns to enable agency implementation of recommended courses of action. Interns assisted in such diverse areas as online marketing, risk management, traditional marketing, IT analysis, social media marketing, business analysis, and fundraising strategy.

This year, the EMC placed 11 interns in non-profit organizations throughout San Diego County. During each semester, the EMC facilitated meetings between the interns and non-profits. The interns also met with the EMC’s Executive Director to discuss their progress and brainstorm new ideas to propel their activities forward. Selected employees from the non-profits, the interns, and mentors met for a final closing breakfast at the end of the spring semester to discuss the experience.

MENTORS

Qualcomm
Cong Shen
David Morgan
Prince Gupta
Swami Ganesan
Vishal Kanodia

SDSU Faculty
Don Sciglimpaglia
Massoud Saghafi
Michael Sloan

LIST OF INTERNS AND COMPANIES

Company | Student Intern
---|---
Ocean Beach Main Street Association | Jenny Amaraneni
Ocean Discovery Institute | Kate Saunders
Resounding Joy, Inc. | Nihan Gorkem
San Diego Housing Federation | Kathy Flores
The Winston School | Jeremy Moncur
SD Girl Scouts | Marianna Melik-Martirosian
Goodwill Industries of San Diego County | Vikas Kumar
Junior Achievement of San Diego & Imperial Counties | Scott Qualle
U.S.C. | Joyce Pattamasuriyakul
Mental Health Systems | Jason Hebert
Ocean Discovery Institute | Erin Chmelik
WEBCOMPASS INTERNSHIP PROGRAM

Developed in 2009, WebCompass is an internship program that takes a campus-wide approach to entrepreneurship. The program involves students from the College of Business Administration, the College of Professional Studies & Fine Arts, and the College of Science. The goal of this semester long internship is to create dynamic teams of students to revamp and redesign a small San Diego based company’s or non-profit company’s website and to teach students about using social media. A business student, graphic designer, and web developer work together to create a website that will enhance a company’s online effectiveness and prominence.

This year seven local companies and four non-profits had their websites updated by our interns. Students worked on such diverse companies that included wellbeing, education, affordable housing, engineering, law, and action sports. The program takes an extensive hands-on approach to building a website, while maintaining the integrity of the organization.

"BLCI is proud to announce the launch of our new and improved website, with updated functionality and branding, it now features enhanced program descriptions, progressive user interface, and a pleasant and efficient supporter experience.”

LIST OF STUDENTS AND COMPANIES

<table>
<thead>
<tr>
<th>Company</th>
<th>Student Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resounding Joy Inc. (Non-Profit)</td>
<td>Business: Nigel Schroeder</td>
</tr>
<tr>
<td></td>
<td>Graphic Design: Pontus Wickbom Burevall Web: Pradeep Rana</td>
</tr>
<tr>
<td>Elementary Institute of Science (Non-Profit)</td>
<td>Business: Nigel Schroeder</td>
</tr>
<tr>
<td></td>
<td>Graphic Design: Pontus Wickbom Burevall Web: Pradeep Rana</td>
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<tr>
<td>SD Housing Federation (Non-Profit)</td>
<td>Business: Nicholas Wetta</td>
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<tr>
<td></td>
<td>Graphic Design: Hieu Trung</td>
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<tr>
<td></td>
<td>Web: Pradeep</td>
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<tr>
<td>Lucky Line</td>
<td>Business: Justin Kerr</td>
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<tr>
<td></td>
<td>Graphic Design: Tan Doan</td>
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<tr>
<td></td>
<td>Web: Pradeep</td>
</tr>
<tr>
<td>Barrio Logan (Non-Profit)</td>
<td>Business: Nigel Schroeder</td>
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<td></td>
<td>Graphic Design: Pontus Wickbom Burevall Web: Pradeep Rana</td>
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<tr>
<td>Catalina Design</td>
<td>Business: Gregg Anderson</td>
</tr>
<tr>
<td></td>
<td>Graphic Design: Blake Weyland Web: Rui Cui</td>
</tr>
<tr>
<td>GET Engineering</td>
<td>Business: Keenan McCollum</td>
</tr>
<tr>
<td></td>
<td>Graphic Design: Pontus Wickbom Burevall Web: Rui Cui</td>
</tr>
<tr>
<td>NEST</td>
<td>Business: Bernhard Schroeder</td>
</tr>
<tr>
<td></td>
<td>Graphic Design: Pontus Wickbom Burevall Web: Pontus Wickbom Burevall</td>
</tr>
<tr>
<td>San Diego Wealth Management</td>
<td>Business: Bernhard Schroeder</td>
</tr>
<tr>
<td></td>
<td>Graphic Design: Pontus Wickbom Burevall Web: Cloud Tool</td>
</tr>
<tr>
<td>Skillology / Click Carabiner</td>
<td>Business: Brian Kidwell</td>
</tr>
<tr>
<td></td>
<td>Graphic Design: Matthew Weare Web: Anal Surti</td>
</tr>
<tr>
<td>Turner Law Group</td>
<td>Business: Christina Moran</td>
</tr>
<tr>
<td></td>
<td>Graphic Design: Gabriela Jaya Web: Pradeep Rana</td>
</tr>
</tbody>
</table>
Entrepreneur Day at San Diego State University celebrating student and alum entrepreneurs.
ENTREPRENEUR DAY

An annual spring event the Entrepreneur Society and the EMC hosts is Entrepreneur Day. This event celebrates SDSU student and alumni created companies by providing an outlet where original ideas can be presented and showcased. Thousands of students and members of the neighborhood show up to the event. The companies promote their brand, sell their product, and energize customers with the spirit of entrepreneurship.

We design a unique entrepreneurial village to capture the attention of SDSU’s campus and the whole San Diego community. This year, we had 31 student and alumni booths, and a marketing partner with alumni run Car2Go. We featured a “Meet the Entrepreneur” tent where event attendees had the opportunity to listen to the incredible stories of successful entrepreneurs and learn what type of dedication and skills one needs to succeed. Entrepreneur Day inspires the campus to think creatively and pursue ideas that can become real companies. Entrepreneurs of all ages are encouraged to pursue their dreams.

2012 PARTICIPANTS

Date: March 13, 2012
Location: Campanile Walkway
Attendance: Over 10,000 students, staff and community members

<table>
<thead>
<tr>
<th>Meet the Entrepreneur</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jenny Amaraneni</td>
<td>SOLO Eyewear, Co-Founder</td>
</tr>
<tr>
<td>Gary Hughes</td>
<td>Deuce, Founder</td>
</tr>
<tr>
<td>Thom McElroy</td>
<td>Volcom, Co-Founder</td>
</tr>
<tr>
<td>Craig Stevens</td>
<td>Mar West Real Estate, Founder</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Alumni Companies</th>
<th>Company</th>
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<tbody>
<tr>
<td>Banana</td>
<td>Banana snack bites</td>
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<tr>
<td>Deuce</td>
<td>Fitness watches</td>
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<td>Lunatic</td>
<td>Outdoor gear</td>
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<td>Questhaven Fashions</td>
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<tr>
<td>SOLO Eyewear</td>
<td>Sunglasses</td>
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<td>Stance</td>
<td>Sports sax</td>
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<td>Volcom</td>
<td>Apparel</td>
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<td>Blenders Eyewear</td>
<td>Sunglasses</td>
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<td>Hair Parties by Jolie</td>
<td>Hair Extensions</td>
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<tr>
<td>I heart My Balls</td>
<td>Benefit awareness bracelets</td>
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<tr>
<td>Shake Smart</td>
<td>Blended drinks</td>
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<tr>
<td>The Bitchin’! Co.</td>
<td>Apparel</td>
</tr>
<tr>
<td>Top Shelf Graphix</td>
<td>Apparel</td>
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<tr>
<td>A Dublin Girl</td>
<td>St. Patrick’s Day holiday merchandise</td>
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<tr>
<td>Anicase</td>
<td>Cell phone cases</td>
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<tr>
<td>Cupcake Factory</td>
<td>Cupcakes</td>
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<td>ECOs</td>
<td>Shoes</td>
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<tr>
<td>Evil-Eye Bracelets</td>
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<td>LifeProof</td>
<td>Indestructible cell phone cases</td>
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<td>Mophie</td>
<td>iPhone external battery cases</td>
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<td>Nightlife Essentials</td>
<td>Nightlife accessories</td>
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<td>Pure Life</td>
<td>Pura Vida bracelets</td>
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<td>Rise Bar</td>
<td>Healthy gluten-free snack bars</td>
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<td>SpringBreak Sunglasses</td>
<td>Sunglasses</td>
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<tr>
<td>Sun Chains</td>
<td>Keychain solar cell phone chargers</td>
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<td>The FestiFull Summer</td>
<td>T-shirts, hats &amp; band apparel</td>
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<tr>
<td>The Stache Supply</td>
<td>Customized silicone watches</td>
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<tr>
<td>Volga Verdi Clothing</td>
<td>Apparel</td>
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<td>Win Management, Inc.</td>
<td>South African beaded key chains</td>
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<tr>
<td>ecolors</td>
<td>Sustainable reusable grocery bags</td>
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<td>Car2Go</td>
<td>Car sharing</td>
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<table>
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<th>Student Companies</th>
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<tr>
<td>Lavin Entrepreneurs</td>
<td></td>
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<tr>
<td>Marketing Partner</td>
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</table>
Tina Nova, CEO and Founder of Genoptix talking at Entrepreneur Society event.
ENTREPRENEUR SOCIETY

The Entrepreneur Society is a registered student organization on campus that works with the EMC on many projects. It is open to all majors and all academic levels from undergraduate to the Ph.D. level. Its mission is to build entrepreneurial competencies in members and to provide resources in support of entrepreneurial endeavors. The ES provides assistance with creating workable goals to pursue entrepreneurial objectives, helps members find mentors, invites successful entrepreneurs to meetings, hosts networking events, and builds relationships between students and community organizations focused on entrepreneurship.

This 2011-2012 year, the Entrepreneur Society has grown in membership from 5 to 80 and has worked on creating a Board of Advisors to optimize funds. Some key events were meeting with Mayor Jerry Sanders to foster community and local government relationships, hosting Entrepreneur Day in conjunction with the EMC, volunteering in the community, helping companies find interns, and presenting in classrooms about the value added in the creation of an entrepreneurship minor. ES also had 16 guest speakers including entrepreneurs who were recent graduates and entrepreneurs of multi-million dollar firms. ES reached out to eighty-five professors, the dean of every college, and over 6,000 students to inform them of entrepreneurial resources on campus. ES also worked on campaigns to double participation in the Zahn Center for Engineering and the EMC programs.

GUEST SPEAKERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
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<tbody>
<tr>
<td>Dr. Tina Nova</td>
<td>CEO of Genopitx</td>
</tr>
<tr>
<td>Jerry Halamuda</td>
<td>CEO of Color Spot</td>
</tr>
<tr>
<td>Richard Kerr</td>
<td>Zahn Center Director</td>
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<tr>
<td>Craig Stevens</td>
<td>Founder of MarWest Real Estate</td>
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<tr>
<td>Jenny Aramaneni</td>
<td>Co-Founder of SOLO Eyewear</td>
</tr>
<tr>
<td>Craig Stern</td>
<td>Co-Founder of SOLO Eyewear</td>
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<td>Robert Schulte</td>
<td>CEO of Zurple</td>
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<tr>
<td>Mark Schmid</td>
<td>CEO of Art Function Group</td>
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<tr>
<td>Greg Muender</td>
<td>CEO of Ticket Kick</td>
</tr>
<tr>
<td>Kevin Gelfand</td>
<td>President of Shake Smart</td>
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<tr>
<td>Martin Reiman</td>
<td>Vice President, Shake Smart, Inc.</td>
</tr>
<tr>
<td>Matt DeCelles</td>
<td>Co-Founder of Greeks Love</td>
</tr>
<tr>
<td>Zach Luzynski</td>
<td>Co-Founder of Greeks Love</td>
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<tr>
<td>Thom McElroy</td>
<td>Co-Founder of Volcom</td>
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<tr>
<td>John McMillan</td>
<td>Founder, CEO of Campus-Connected</td>
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<tr>
<td>Jon Tucker</td>
<td>CEO of Complete Marketing Group</td>
</tr>
</tbody>
</table>
INTERCOLLEGIATE STUDENT BUSINESS PLAN COMPETITIONS
NATIONAL COMPETITIONS

Every year, the EMC recruits talented graduate SDSU entrepreneurial student teams to participate in competitions around the country.

NATIONAL COMPETITIONS
Participating in competitions provides an opportunity for students to grow and receive feedback on their entrepreneurial endeavors in real time. Students can gain experience essential to the success of any start-up. Through competitions, students:

- Have the ability to pitch business ideas to venture capitalists, marketing experts, lawyers, bankers, industry-specific experts, entrepreneurs, and investors.
- Get start-up prepared to raise outside capital through valuable question and answer sessions with real business professionals.
- Receive constructive criticism.
- Showcase a start-up business for exposure during tradeshow and networking events.
- Raise money for their start-ups through the competitions.

STUDENT TEAM – SHAKE SMART
In 2012, SDSU’s first permanent student run business on campus, Shake Smart was selected to represent the EMC and SDSU at national competitions. The team consisted of undergraduate business student co-founders Kevin Gelland and Martin Reiman, and MBA student Ryan Ross who joined to provide tactical support. The team achieved national recognition for Shake Smart’s lean business model that has achieved strong inaugural sales of over $250,000 in their first year.
This year, the EMC celebrated the 23rd anniversary of Venture Challenge, SDSU’s premier international student business plan competition. From March 15-17, 2012, 24 teams from top universities across the globe traveled to SDSU to pitch their business ideas to panels of expert judges and compete for $25,000 in cash prizes. The competition began with an Exhibit Fair at the Parma Payne Goodall Alumni Center, where the 24 teams set up displays to showcase their business ideas to all attendees. The following morning, the semi-finalist teams presented their business plans to panels of judges at the Extended Studies Center. Within each of the five semi-finalist tracks, the judges selected a winner as well as a runner-up to receive a second chance in the Wildcard Round. After a winner was selected from the Wildcard Round, a total of six teams were chosen to advance to the finals in the Fowler Athletics Center on March 17. The final presentations were followed by a presentation of the 2012 Venture Challenge winners. Overall, the three-day competition united 24 teams, 35 distinguished judges, 22 student volunteers, and over 200 students, faculty, and community members in the spirit of entrepreneurship and raised $40,500 in sponsorships.

This year’s competition was also held in collaboration with the first annual Zahn Challenge hosted by the Zahn Center for Engineering Innovation. The Zahn Center chose five teams of SDSU business and engineering students with a technical product to compete in the Zahn Challenge. The five teams displayed their companies at the Venture Challenge Exhibit Fair and pitched their business plans to a panel of judges in a separate classroom during the Venture Challenge semi-finalist presentations. The winners of the Zahn Challenge were announced separately from Venture Challenge, at the official opening of the Zahn Center during the evening on March 16.
The Venture Capital Investment Competition (VCIC) is the nation’s premiere strategy competition for venture-minded and entrepreneurial MBA students sponsored by the University of North Carolina. The VCIC USC regional is designed for eight teams of five students each. Three entrepreneurs seeking funding and a panel of ten venture capitalist act as judges. Each team plays the role of a hypothetical venture capital firm whose job is to evaluate the available investment options (the three entrepreneurs) and decide where to place their money. The competition takes place over three days with teams receiving business plans on a Wednesday, meeting on Thursday to conduct due diligence, and then competing in the one-day regional competition.

Teams read business plans, meet CEOs, conduct an abbreviated due diligence and summarize all of their analysis in an investment strategy that they pitch to the panel of judges. Students use quantitative skills to evaluate a company’s proposed accounting practices, finance plans, operations, marketing, organizational behavior, strategy, etc. Qualitative skills are tested during presentations and Q&A sessions from building a rapport with entrepreneurs to confidently presenting and defending strategies to VC professionals. Lastly, teamwork and strategy are essential to handle the concentrated workload.

The VCIC competition consists of the following:
1. Evaluate Business Plans
2. Watch CEO Presentations
3. Meet and interview CEOs
4. Make investment decision
5. Present to Venture Capitalists
6. Get Grilled via Q & A session
7. Get feedback from judges

The final team for 2012 that the EMC selected to represent SDSU for the competition was Lauren Alvarez, John McMillan, Ryan Ross, Christian Rokohl, and Nick Moiseff.

Since 2002, SDSU has won the regional once, competed at nationals, and placed second in the country. The best finish since then was third place in the regional in 2010. This year the team finished 4th out of five teams at the regional competition. The EMC is currently evaluating how to select and improve our SDSU team including working with the Finance Department in the CBA to add VCIC components to a current graduate level finance course, securing a “coach” for the team, and recruiting the team much earlier in the selection process.

In 2011, VCIC included 50 events in four continents, and served 1,000 students, 150 venture capitalists and 100 entrepreneurs.
The EMC’s executive training program with SDG&E diversified businesses.
The EMC, the SDSU Research Foundation, CONNECT, and SPAWAR Systems Center Pacific join together in this multi-million dollar Department of Defense (DOD) and Department of Homeland Security (DHS) sponsored technology commercialization program for the Center for Commercialization of Advanced Technology (CCAT), which “fast tracks” developing technologies into government and commercial markets.

Over the years, the CCAT program has provided opportunities to MBA students and faculty to work with state of the art technologies developed by scientists at Federal labs, universities, and private contracting firms. Market study and business planning teams have focused on identifying and assessing potential market opportunities, performing intellectual property research, developing market entry strategies, and facilitating relationships with potential industry partners. In all, over 500 MBAs, graduate engineering students, and CBA faculty consultants have worked with scientists and technology developers located in the U.S. and abroad.

This fiscal year, EMC teams have completed eight market studies to advance technologies toward commercialization primarily as class projects in a CBA management class on technology commercialization. For example, during the Fall 2011 semester, one MBA team worked with researchers at SSC Pacific to determine potential applications and market feasibility for a standoff personnel detector and sensor capable of remotely determining human presence and basic body functionality. Although the technology is early stage, the MBA team found viable applications and industry contacts in medical, security, and entertainment markets. The Technology Transfer Office at SSC Pacific is following up on the leads provided by the MBA market research team.

EMC market studies for the CCAT program this fiscal year include those completed with funding support from DOD Office of Naval Research and DOD Domestic Preparedness Support Initiative, and DHS Science & Technology:

- 2011-0272-01 SSC Pacific – Electric Field Sensor (Fall 2011)
- 2011-0272-02 SSC Pacific – Bacteria Detection (Fall 2011)
- 2011-0272-04 NAVFAC ESC – Roof Runoff (Fall 2011)
- 2011-0272-06 NAVSEA Crane – Airport Explosives Detection (Fall 2011)
- 2011-0272-03 SSC Pacific – Underwater Plow (Spring 2012)

CCAT EXECUTIVE BOARD MEMBERS:

- Alex DeNoble, SDSU
- Mike Elkonin, Industry
- W. Timothy Hushen, SDSURF
- Louis G. Kelly, Chairman
- Ralph Johnson, SSC Pacific
- Ruprecht von Buttlar, Connect
- Bob Welty, Homeland Security

SDADT and NEST (SBA Programs)

Two CCAT programs the EMC works in conjunction with the Small Business Association (SBA) and the SDSU Research Foundation is the San Diego Advanced Defense Technology Cluster (SDADT) and the Network for Enabling Small Business Teaming (NEST).

SDADT is an advanced defense technology cluster that works with entrepreneurs of small and mid-sized companies to bring their product or service into government agencies like the Department of Defense, SPAWAR, etc. to increase a company’s client base and to create jobs in the San Diego region. The EMC oversees execution of SDADT program and provide key services to small businesses. The EMC communicates regularly with the program manager Jeffery Nagle to ensure that the community is aware of SDADT’s current news, funding opportunities, events, services, and workshops.

NEST is a program that helps small businesses identify large federal procurement opportunities, form teams, and submit winning proposals. The EMC collaborated with NEST’s management team to build a website platform designed to recruit and sustain members. Like SDADT, the EMC communicates regularly with the program manager to manage and update NEST’s website to ensure that NEST participants and interested prospects are aware of the current events, procurement opportunities, services, and workshops. The EMC also provides website functional support.

For example, the EMC has recently completed three faculty-led market studies for SDADT client organizations:

<table>
<thead>
<tr>
<th>Market Study</th>
<th>Company</th>
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<tbody>
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<td>2010-01SBA-ADT-003</td>
<td>V Corp Technologies, Inc.</td>
</tr>
<tr>
<td>2010-01SBA-ADT-008</td>
<td>Accord Solutions, Inc.</td>
</tr>
<tr>
<td>2011-01SBA-ADT-009</td>
<td>Geodetics, Inc.</td>
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Although the market studies are vastly different in terms of scope and statement of work, they follow the basic presentation structure wherein the technologist first introduces the technology to the faculty consultant followed by a progress report and final presentation by the faculty consultant. The client approves the final report after it is completed by the faculty consultant.

At present, the EMC is formulating two additional market studies for SDADT client organization 2011-01SBA-ADT-007 AIRSIS, Inc.

Finally, the EMC is in the midst of a WebCompass project for SDADT client company 2012-01SBA-ADT-002 GET Engineering Corporation. We are building a website platform to help and grow the small business cluster in San Diego.

SDADT BOARD MEMBERS:

- Alex DeNoble, EMC, SDSU
- LCDR Josh Larson, SPAWAR Systems Center Pacific
- June Chocheles, Foundation for the Enterprise Development
- Ruben Garcia, Small Business Administration
- Benito Hobson, Integrits Corp.
- Cliff Hudson, SPAWAR Systems Center Pacific
- Tim Hushen, SDSU Research Foundation
- Lou Kelly, Program Director, CCA, SDSU
- Gerald Nifontoff, National Defense Industrial Association
- Brian Suh, SPAWAR Systems Center Pacific,
- Ruprecht von Buttlar, Connect

NEST BOARD MEMBERS:

- Lou Kelly, SDSURF
- Alex DeNoble, SDSU, EMC
- Mary Ann Beyster, The Foundation for Enterprise Development
- Gunnar Shalin, Procurement Technical Assistance Center
- Ruben Garcia, Small Business Administration, San Diego District office
- Jim Lasswell, National Defense Industry Association
- Barry Janov, SDSURF
STRATEGIC GROWTH PLANNING FOR ENTREPRENEURS PROGRAM (SDG&E)

Through a partnership with Sempra Energy and San Diego Gas and Electric (SDG&E), the EMC offers a Strategic Growth Planning for Entrepreneurs Program. For the past two years, SDG&E has granted the EMC $200,000 to execute this program. The program is designed to assist owners and senior managers in growing their businesses through strategic growth planning sessions and a hands-on business improvement project. The Strategic Growth Planning for Entrepreneurs Program is a 40 hour course for Diverse Business Enterprises (DBEs), which includes owners and senior managers of women-, minority-, and service disabled veteran-owned businesses in Southern California who wish to develop tactical objectives to improve and grow their businesses.

The second annual Strategic Growth Planning for Entrepreneurs Program took place from October 14 to November 19, 2011. The owners of 17 DBE companies participated in three 1 ½ day sessions and received training on fundamental business topics such as strategy, leadership, sales and marketing, operations, legal issues, and finance. The companies also developed business improvement and strategic growth projects throughout the course, with the assistance of six MBA consultants. The program culminated with the companies’ final presentations of their business improvement projects, followed by a closing reception.

“The experience was more than I expected... it would be great to see everyone’s progress a year from now.”
The Energy Innovations Small Grant Technology Transfer Program (EISGTTP) supports bringing new technologies into the marketplace to create new economic activity, save energy, and foster new job creation in California. The program exclusively provides services to successful grantees of the Energy Innovations Small Grant (EISG) program. Such grantees are California based entities and have successfully proven through trials that their innovative energy technologies have the potential to save costs for California ratepayers.

The EISG Program provides up to $95,000 for hardware projects and $50,000 for modeling projects to small businesses, non-profits, individuals and academic institutions to conduct research that establishes the feasibility of new, innovative energy concepts. Research projects must target one of the PIER R&D areas, address a California energy problem and provide a potential benefit to California electric and natural gas ratepayers. Researchers who have successfully demonstrated the technical viability of their technologies through EISG trials are referred to the EISGTTP for business- and commercialization-related services.

A variety of services are provided to EISGTTP clients including market/industry research, intellectual property review, and marketing to identify potential licensees, partners, investors, grant opportunities and market opportunities for client technologies. Services are provided by program manager Frank Steensnaes and Technology Marketing Specialists Tracey Dao, Daniel Stankovich, and Bobbie Budri.

As a “proof-of-concept” program, EISG seeks out concepts that are not yet proven and are very early in the research pipeline: so early that even angel investors may not yet be willing to invest.

**PROGRAM STAFF**

**Program Manager**
Frank Steensnaes

**Technology Marketing Specialist**
Bobbie Budri

**Technology Marketing Specialist**
Tracey Dao

**Technology Marketing Specialist**
Daniel Stankovich

In addition, the program has funded market studies on program technologies provided by MBA students enrolled in the MGT 747 commercialization class guided by subject matter expert (SME) mentors and instructor John Rodenrys. The program may in the future employ business services provided on a project-basis by SMEs, the EMC Web Compass or Internship programs, or CBA faculty.

EMC market studies completed for the Energy Innovations Small Grant Technology Transfer Program over the last year are:

**FALL 2011**

07-14 Sonoma State University: Aquatic Biomass to Fuel
MBA students:
- I-Ting Chen
- Ni Huang
- Kasper Poulsen
- Jia Su

07-08 Cha Corporation: Microwave reduction of H2S and NOX
MBA students:
- Ricky Thomsen
- Jesper Ulrich
- Mads R. Olsen
- Dennis Hecker
- Marc Erkens

**SPRING 2012**

06-22 Clustered Systems: Fanless Cooling System for Servers
MBA students:
- Alex Birbils
- Blar Sommers
- Ling Gou

08-07 UCSD: New High Efficiency Photovoltaic Technology
MBA students:
- Ryan Conroy
- Josh Huggett
- John McMillan

08-06 Proctor Engineering: A/C Recovery
MBA students:
- Jeovany Aramburo
- Brian Kerney
- Chris Rigor
- Meng Yu
**EMC BUSINESS FORUM**

The EMC Business Forum at SDSU was designed to meet the unique needs of CEO’s and senior executives’ local family and closely held firms. This demographic seeks comprehensive resources to address issues such as trans-generational entrepreneurship; family relationships; traditions and values; power, control and compensation, roles and responsibilities, legal, financial and other planning issues around leadership succession and ownership transfer.

The EMC has four groups that meet for monthly roundtables to discuss pertinent issues, such as succession planning and marketing efforts. These groups are arranged according to both size and sophistication of the company. The newly added group, the E-Commerce group, deals with companies that do most of their business online. Members attending the roundtables are also welcome to attend the 2 Open Forums and the annual Retreat.

**BUSINESS FORUM MEMBERS:**
- Phil Teysier, VP, Atomic Investments
- Ken Altman, President, Altman Plants
- Martin Walls, CEO, Bell Rock Growers, Inc.
- Ursula Wagstaff, President, CA Botana International
- Martin Calderon, President, Calderon Builders
- Vicki Golden, CEO, E&E Industries,
- Bill Plourd, CEO, El Toro Export LLC
- Mark Goodman, President, Fitness Direct
- Richard Hunter, CEO, Hunter Industries
- Mike Bell, President, Kampground Enterprises
- Kelly Keathly, President, Keathly-Williams Seeds
- Alan Pickering, President, Kiwi Audio Visual
- William Kellogg, President, La Jolla Beach & Tennis Club
- John Lococo, President, Lococo Sports
- George Hadijs, President, Oggi’s Pizza & Brewing CO.
- Paul Abel, President, Osha4Less.com
- Alex & Jaime Mautz, Owners, Pacific Ink, Inc.
- Glenn Torres, President, Prava Construction
- Cary Schmidt, President, San Diego Wealth Management, LLC
- William C. Schreitz, President, Schreitz Landscape Inc.
- Ken Smith, President & CEO, Southwest Traders Inc.
- Joe Strazzieri, President & Owner, Strazzieri & Mancini, LLP
- Lisa Drumman, CEO, Stroller Strides
- Al Paulus, President, TrepaCo West
- Jeff Jertberg, Partner & Owner, Vanberg Construction Inc.
- Robert Jertberg, Partner & Owner, Vanberg Construction Inc.
- Bill Wilson, CEO, Wilson Creek Winery
- Thom Curry, General Manager, Temecula Olive Oil Company
- Don Taylor, President, Precision Door Service

**FALL 2011 OPEN FORUM**

*The Power of Team Leadership*
- Featuring: Steve Fisher, SDSU Men’s Head Basketball Coach
- Held on October 11th at the Hilton Torrey Pines
- Focused on teamwork, communication, group dynamics, organization, and leadership
- Over 180 attendees

**SPRING 2012 OPEN FORUM**

*Introducing the Private Equity and Venture Capital Community*
- Featuring: Huntington Capital, Bison Capital, Fyfe Group, BDO, Duane Morris, and Solis Capital Partners
- Held on February 1st at the Hyatt Aventine La Jolla
- Focused on the offerings of San Diego’s private equity and venture capital firms and discussing interests or concerns in an interactive setting.
- 125 attendees

**7TH ANNUAL RETREAT**

*Families Speaking to Families: Transitions in Family Enterprise*
- Held June 1-2, 2012 at the Inn at Rancho Santa Fe
- Focused on pertinent issues such as: using social media to drive revenue, succession planning, mergers & acquisitions, family in the family business, tax considerations, managing risk and wealth, and others.
- Gala dinner keynote speaker was Dan Smith, CEO of Hot Dog on a Stick
- Over 140 attendees

**BUSINESS FORUM EMC STAFF:**
- Carmen Bianchi

**BUSINESS FORUM SPONSORS:**
- Duane Morris, LLP
- Ernst & Young, LLP
- Kieth Eck Financial & Insurance Services
- Meryl Lynch
- Moss-Adams, LLP
- Union Bank of California
- U.S. Trust

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*The EMC Family and Closely Held Business Forum is a premier organization serving the growth needs of the closely held and family business through monthly roundtable meetings, retreats, expert keynote speakers and faculty advisors.*
OTHER EMC ACTIVITIES AND INITIATIVES

Students working at Zahn Center in the College of Engineering.
EMC WORKING WITH INCUBATORS ON CAMPUS

The EMC is fueling start-ups at SDSU by working with two new incubators on campus from the College of Engineering and the College of Biological Sciences. The Engineering’s Zahn Center is a business incubator that assists and develops young entrepreneurs to turn ideas into great companies. The Donald P. Shiley BioScience Center is an incubator poised to make substantive discoveries relating infection and inflammation to cardiovascular disease, and seeks to develop creative responses to pressing health concerns today.

NEW ZAHN CENTER IN ENGINEERING COLLEGE

The EMC is excited to work with the Zahn Center to form innovative student start-ups by uniting technical students with an innovative product in need of business students with an idea for a product but lacking the technical knowhow. The Zahn Center was founded through the generous support of Irwin Zahn and the Moxie Foundation and will serves as an incubator supporting faculty and student-driven businesses. The center also provides instruction, mentoring, prototype assistance, and coaching on the entire business process. The EMC works with the center and hosts workshops on how to start a business from trend spotting, and ideation, to marketing, financial analysis, business modeling, and business plan development.

BIOSCIENCE CENTER OPENS INCUBATOR

The EMC is working with the College of Biological Sciences’ new Donald P. Shiley BioScience Center, whose mission is to understand the role of microorganisms in cardiovascular diseases, and to use these discoveries to improve public health. The BioScience Center represents a new approach to heart disease and obesity, through an emphasis on the underlying processes of infection and inflammation. The BioScience Center seeks to develop creative responses to the pressing health concerns of today. The center features state-of-the-art research laboratories and serves as an incubator for emerging technologies, developing the resources necessary for biotech start-ups to succeed.

TOURNAMENT OF DRIVING FORCES

Created by three local entrepreneurs, the Tournament of Driving Forces enables the EMC to continuously produce programs and events like our business plan competitions, Lavin VentureStart, and Entrepreneurship day, that fuel creativity and provide the tools necessary for entrepreneurs to develop their companies.

Each year this tournament is held at a different spectacular location in San Diego County and the tournament includes a reception with dinner, a raffle, and live auction. The event also offers several sponsorship opportunities. Typically these include title sponsor, tee & green sponsors, and reception sponsor.

The 2011 Tournament of Driving Forces was held at Encinitas Ranch Golf Course. Over 60 alumni, students and community members participated in this golf fundraiser. During this year’s tournament, attendees were offered the option to invite an SDSU MBA to golf in their foursome in addition to the foursome and single player option. For those who do not golf, participants have the option to just go to a catered sit down dinner with a live auction. The 2011 Tournament generated revenue of over $20,000. Some prizes offered were a Volkswagen Beetle for a hole in one, a new guitar, and a hunting trip.

2011 GOLF TOURNAMENT SPONSORS:

- BioMed Realty Trust Inc.
- Pure Forge
- U.S. Trust
- Ogg’s Pizza
- Lococo Sports
- Taylor Guitar
- Herman Cook

“A great tournament founded by three entrepreneurs in 1997 to help fund student based programs at the SDSU Entrepreneurial Management Center.”
San Diego State University’s College of Business Administration is one of the nation’s oldest and largest AACSB accredited business schools. Our accomplished faculty, highly ranked academic programs, exceptional staff and bright and eager students are strengthened by increased support from alumni and friends to provide an exceptional foundation for an institution with significant regional, national and international impact.