



# Entrepreneurship Center

## *Friends & Family* eNewsletter

News from the Entrepreneurship Center at Seattle University  
Jan. '12

### **NEW ADVISORY BOARD MEMBERS**

We are delighted to have two new Advisory Board members join our team: Bill Monkman and Michelle Bomberger. Both have been active volunteers in our entrepreneurship program for a number of years. **Bill Monkman** is a highly successful entrepreneur who is currently CEO of Aeries Enterprises. When founded in 1982 (under the name Precision Aerospace), the company's primary focus was producing products to support the aerospace industry. Today, the company has additionally diversified into non-aviation markets and owns roughly 10 privately held companies at any one time.

**Michelle Bomberger** is an experienced businesswoman turned lawyer and founder of Equinox Business Law Group. Michelle began her career in business as a consultant with Ernst & Young LLP serving Fortune 500 clients and further deepened her knowledge of business operations as a Senior Manager of Auditing Services at Cingular Wireless. Michelle founded Equinox in 2005 with a mission to help business owners and CEOs find balance in business.

Please join me in welcoming Bill and Michelle to our Advisory team.

### **A HELPING HAND**

To support us with our business plan competition, strategic planning, student survey, and marketing efforts, we have enlisted the help of two interns this year: Kay Keovongphet and Veronica Lim. Both Kay and Veronica are students at SU and have an extensive work experience. Kay has already had a chance to demonstrate her skills by co-leading the mentor/judge prep session described below.

### **BUSINESS PLAN COMPETITION--v.14**

Lots has been happening since the last newsletter. We currently have 43 teams enrolled in the competition and if history repeats itself, will probably have another dozen by the time the plans are due in March. We have gone through the first round of prep sessions for our student teams on business plan fundamentals, marketing strategy, legal issues, financing your venture and presentation skills. More are scheduled in Feb. We have added a new prep for our volunteer mentors and judges which occurred Wed. night, with over 60 people in attendance. In this session, we outlined for everyone our expectations of volunteers supporting the teams as well as lessons learned from prior competitions. We also got to enjoy sampling Girly Girl wine, a prior business plan winner—thanks Karen!!

## **AUTHOR, AUTHOR**

Our own Jeff Levy co-authored a book with David Nilssen titled *Making the Jump into Small Business Ownership*. The book provides information, encouragement, and insight you need to go from dream to reality. The book is already being picked up by several universities in support of their entrepreneurship program. If you ask nice, Jeff might even sign a copy for you.

## **SIFE YOUTH INITIATIVE**

The Seattle University Students in Free Enterprise (SIFE) team is setting up a high school social venture competition. Their goal is to inspire high school students to start up non-profits or for-profit businesses that give back to the community. Along with being a great opportunity for students to explore their innovative and entrepreneurial abilities, there are several grant opportunities, including a \$1,000 grand prize for the winning team.

## **IN THE NEWS**

- One of our graduates, Joel DeJong was recently featured in the following article: **[Sportlink: An Incredibly Easy, Effective, and Affordable Way to Prevent Sudden Cardiac Death in our young athletes.](#)**

Karen Ward just shared that her Girly Girl wine is the 12th fastest growing WA brand in the Seattle/Tacoma area!! Way to go Karen.

MBA alum Emily Marshall and I were featured in the “Young and the Restless,” an article appearing in the Seattle Business magazine on young entrepreneurs in the Seattle area. You can view the article at: [Younger Entrepreneurs](#). And no, I wasn’t the young part of the article—just the restless.

Albers professor, Meena Rishi recently wrote an article, “Promoting Entrepreneurship to Alleviate Poverty in India: *An Overview of Government Schemes, Private-Sector Programs, and Initiatives in the Citizens’ Sector*, for publication in the Thunderbird International Business Review . It was co-authored with G. Goel (Motilal Nehru National Institute of Technology in Allahabad, India) and recent Albers graduate, Samantha Galvin.

Some *good* articles/books to read:

\* Millennial Entrepreneurs Bypass Unemployment Line: [CNBC Article](#)

\* A colleague just wrote a book on intrapreneurship that has gotten some very good reviews: [Managing Ideas within Your Organization](#)

\* What’s an Entrepreneur: [The Best Answer Yet](#)

\* 2011 Not a Banner Year for Local VC Deals: [Techflash Article](#)

## **A FAN OF THE CENTER ON FACEBOOK**

As of this morning, we hit 225 fans!! Thanks for staying connected and offering your thumbs-up when you see something you like.



*See many of you at the Advisory Board meeting on the 22<sup>nd</sup>!*