

Entrepreneurs Share Valuable Insights with Business Students

The Center for Entrepreneurship Education & Research was very excited to host a number of outstanding guest speakers in various classes this past academic year. “I am continually impressed by these entrepreneurs who give back of their time and talent. They are eager to share their professional expertise and experience and the students have an opportunity to interact with local and international business and community leaders,” noted Dr. Charles Matthews, Executive Director of the Center for Entrepreneurship Education & Research.

Entrepreneurship courses offered at the College of Business strive to incorporate real-world experience into the classroom. Each speaker provides invaluable insight and a fresh perspective on strategy, entrepreneurship, and leadership. “We are very fortunate to have such outstanding visitors in multiple classes, which contributes to our being one of the top 25 programs in the country,” added Dr. Matthews.

Our thanks and gratitude go to the following guest speakers from the 2009-2010 academic year who have truly made a personal contribution and investment to the students of the College of Business:



Thomas H. Humes (CoB, BBA ‘71) is the 2009 University of Cincinnati Center for Entrepreneurship Education & Research Lifetime Achievement Award for Entrepreneurship winner. He took time from his work at Great Traditions Land & Development Corporation to speak to the entrepreneurship students in the undergraduate entrepreneurship course, New Venture Creation. The class is taught by Diana Hechavarria, third year doctoral student in Entrepreneurship, and is an overview of the venture creation process. The class analyzes new business opportunities, the development of business value propositions, venture financing, managing and protecting intellectual property and business formation.

Thirty-two years ago, Humes began his real estate career by rehabbing old homes in Clifton. Today, he serves as President of Great Traditions Land & Development Company, a real estate development company that specializes in creating “lifestyle oriented, master planned communities.” He has created more than 35 communities, developed more than 4000 acres of land, and over 5,000 home sites in Cincinnati and Dayton. Communities include: Wetherington Golf & Country Club, The Vintage Club of Montgomery, Carriage Trails of Indian Hill, Legendary Run, and The Village at Stetson Square.

Tony L. Shipley (CoB, MBA ‘70) is currently the Chairman of Queen City Angels, a company he founded with a group of private investors who invest in start-up and early stage companies. Shipley is the retired founder,



President and CEO of Entek IRD International Corporation, one of the world's leading suppliers of software, hardware and services to the industrial plant maintenance market. He founded Entek Scientific in 1981, and guided the company from a start-up with no sales and two employees to \$60M in sales and 380 employees servicing customers on a global basis. In 1996, under the leadership of Shipley, Entek acquired IRD Mechanalysis and the expanded company was renamed Entek IRD International Corporation. Following the acquisition, Entek IRD became a major player in the \$1.5B industrial, plant-asset management market segment. Entek IRD was sold to Rockwell International in March 2000.

Shipleigh retired from the company in May 2000, turning his considerable talents on giving back to the community in many ways. He has the distinction of being not only the 1996 Ernst & Young Entrepreneur of the Year for his founding Entek IRD, but the E&Y Entrepreneur of the Year for support of entrepreneurship in 2006 for his role in founding the Queen City Angels and his work with the UC Center for Entrepreneurship.

Shipleigh is a regular guest speaker in the Entrepreneurship: New Venture Creation graduate class which also focuses on the total enterprise creation process. This course seeks to help students develop the skills and knowledge that will enable them to be effective as entrepreneurs or members of entrepreneurial teams.

Richard D. Hannan founded Mercury Instruments - manufacturer of precision tools to measure natural gas flow and pressure – in 1964, and retired as Chairman of the Board 45 years later. A graduate of Tufts University, he holds an MBA from Wharton School of Business and studied at Harvard and Sanford. He previously worked for Gillette and served as a consultant for such corporations as Boeing, IBM, Hewlett Packard, and P&G. He founded the Richard D. Hannan Family Foundation. A prized motivational speaker with countless recognitions awards, Hannan was recently the guest of honor at the 2010 Mardee Dinerman Wachs Gala celebrating the Hearing Speech & Deaf Center 85th Anniversary.



Hannan captivated the students in the graduate New Venture Creation class with the story of his entrepreneurship journey of a lifetime.



Edgar L. Smith, Jr. is the founder, Chairman and CEO of World Pac Paper, LLC, a fast growing *Inc.* 500 company and award winning national distributor of high quality printing and packaging papers and packaging solutions. He has over 22 years of solid sales and marketing experience with fortune 500 companies, lastly as Vice President, National Sales with Coca-Cola North America. More specifically, thirteen years of increasing industry experience with commercial printing, packaging and paper companies, include R.R. Donnelley & Sons Co., James River Corporation, Georgia-Pacific Corporation and Smurfit-Stone. He has traveled extensively, both domestically and internationally. He has developed significant business in Asia, South America and Mexico. As a successful entrepreneur, in May 2010 he was named the Small Business Person of the Year for the State of Ohio and Region V of the United States.

Jeffrey L. Wyler, (CoB, BBA '65) President and CEO of the Jeff Wyler Automotive Family, graduated from the College of Business Administration in 1965, and has been an active supporter of UC ever since. In addition to being an accomplished entrepreneur and local business leader, Wyler served as Chairman of the Board of Trustees of the University of Cincinnati from 2007-2009.



A former student of Dr. Charles L. Barngrover, long-time professor in Finance and entrepreneurship advocate in the CoB at UC, Mr. Wyler was a frequent speaker in his former mentor's classes in the mid-1980's. "I had the good fortune to be a student of Dr. Barngrover in 1985, and hear Mr. Wyler speak to our class 25 years ago" commented Dr. Matthews. "It was



very exciting to see him back in action in Ms. Hechavarría's class this past year. He is an entrepreneurial legend in Greater Cincinnati." Mr. Wyler spoke to the undergraduate Entrepreneurship New Venture class fielding questions and sharing insights to succeed in business.

Bob Coughlin, founder and CEO of Paycor Inc., is also the founder of Cincinnati's Flying Pig Marathon. He started running regularly at age 33,

and in 1994, he joined a marathon Team in Training to raise money for the Leukemia and Lymphoma Society, where he served as a board member.

Coughlin spoke to the MBA students about his business experiences and offered his unique perspective on the responsibilities and pressures associated with his position. “His willingness to share his insights on what it took to start Paycor, the time involved, the challenges, the set-backs, the successes, the critical skills needed, and overall advice for aspiring entrepreneurs was over-the-top outstanding,” noted, Carol Prues, MBA ’10, who helped set up an interview with Mr. Coughlin for her team in the class. “From what we learned in our interview, I knew the entire class would be very interested in hearing about his entrepreneurial journey.”

Catalin Macaire, founder of Cat Creatives, will be speaking August 13, 2010, in Dr. Matthews’ Global Entrepreneurship Class. Cat Creatives is a professional online marketing, web design and development company located in the Northern Kentucky / Greater Cincinnati area and serving clients locally and beyond. Founder and Chief Technology Officer of Cat Creatives LLC, Catalin is a visionary, creator, and driver of strategies for business development, both profit and non-profit. Macaire has more than 19 years of experience working in marketing and creative services, sales and customer relationship management, Web projects, and business development for both domestic and international markets. Prior to establishing Cat Creatives, he specialized in the real estate industry, developing marketing campaigns and providing complete creative services for branding and web development. His understanding of digital and interactive processes and knowledge of new technologies is complemented by a global perspective.



Macaire holds a Master of Science in Executive Leadership and Organizational Development at Northern Kentucky University and a Master of Science degree in Engineering Design from the Polytechnic University of Bucharest. He is active on the Northern Kentucky International Trade Association (NKITA) executive board, the Greater Cincinnati Chinese Chamber of Commerce (GCCCC) executive board, and provided valuable assistance for the International Council for Small Business (ICSB) World Conference held here in Cincinnati in June 2010.



The students in Dr. Matthews’ Global Entrepreneurship class were also fortunate to hear from **Jeffrey M. Shepard**, founder and CEO of East Coast Medical in Rochester, New York. Shepard has owned and operated several business ventures, and is also the co-founder of “Pathways to Entrepreneurial Success” in western New York. Pathways is a collaborative entrepreneurial movement bringing federal, state, and local government together with both local universities and private businesses. “Shepard is an entrepreneur, educator, thinker, creator,” commented Dr. Matthews. “He brings the best of the business and academic worlds to the classroom.” Shepard is an adjunct professor at St. John Fisher College in

Rochester and is completing his PhD dissertation research in the area of small business incubators at the Union Institute.