



Rider is a proud member of AACSB International with dual accreditation for their Business School and Accounting Program.

Entrepreneurial Studies at Rider University



Spring 2016

Volume 8
Issue 1

Alumni Newsletter

Undergraduate and Graduate Students In Rider's Small Business Institute Win Award

Inside this issue:

SBI Students Win National Awards 1

Welcoming Our First Entrepreneur-In-Residence 2

High School Business Concept Competition 3

Veteran Entrepreneurship Program 4

Guest Article: Jaimie Stafford 4

Stay Connected 5

Rider students win again! In the national 2016 Small Business Institute's Project of the Year (POY) competition, Rider University's undergraduate project finished in the top 10 in the country, while the graduate project finished second in the nation! Undergraduate winners were Kyle Anacker '15, Jessica Layton '15 and Reed Thompson '15. MBA winners were Nazhat Aboobaker '16, Farzana Razack '15, '16 and Aisha Varnadore '12, '15. Their winning consulting reports were created as part of Dr. Ron Cook's small business consulting classes, taught in the fall of 2014. In these courses, students act as consultants to small firms or organizations in the area. Rider students in the SBI program have had substantial success in

this competition. Since just 2010, undergraduates have had three top 10 national finishes, three third place finishes and one championship. In the graduate division, since 2009, our program has had two national titles, three second place finishes, and two third place finishes. Cook noted that, "The competition is intense as Rider competes against some schools who require an SBI project in certain majors/programs and have a wide selection of projects to submit to the competition." This year's undergraduate project was unique in that the students consulted for a consulting company. The client for this particular project was Trilogy Partners, a consulting firm located in Princeton, N.J. Hal

Levenson, CEO, and Bill Voltmer, alliance partner, worked with the students to develop a re-branding and marketing strategy to help Trilogy increase its sales through better awareness and improved marketing activity. The graduate team developed a social media strategy for their client, Spruce Industries, to help increase its sales through better brand awareness and improved communications with its stakeholders. Rider thanks the SBI's corporate sponsor, Grand Bank of Hamilton N.J., for its support in helping this winning streak continue. See more at: www.rider.edu/sbi.



RIDER UNIVERSITY

Students in Rider's SBI win award (cont.'d)



Undergraduate SBI team winners with their client, Trilogy Partners.



Graduate SBI team winners with their client, Spruce Industries.

The Entrepreneurial Center Welcomes Its First Entrepreneur-In-Residence

We are expanding our resources to help students and alumni with their entrepreneurial ambitions by having an entrepreneur-in-residence. David Molnar, a retired alumni entrepreneur, has joined the Center as a project consultant.

David graduated from Rider in 1976 and formed DWM & Associates in 1994, a sales and marketing firm specializing in industrial temperature sensors. Dave since sold his firm and has been helping mentor with our

Veteran and SBI programs, and serves on our advisory board. Dave's role will be to focus on outreach projects and he can be reached at dmolnar@rider.edu. Welcome aboard Dave!



RIDER
UNIVERSITY

Our Second Annual High School Business Concept Competition!

New Jersey high school students competed in February at Rider University in a contest sponsored by the Center for Entrepreneurial Studies. The 2016 High School Business Concept competition was designed to recognize exceptional entrepreneurial skill and creativity among these students. Similarly to last year, five ambitious high

school student finalists came to Rider University to pitch their business ideas to a panel of judges. The five were selected from over 100 applicants who submitted their business concepts. Preliminary judging selected the five most convincing business concepts based on criteria such as product description, target market,

innovativeness, and sources of revenue. In a shark tank-like format, the finalists gave a 4-minute pitch to a panel of judges and the audience, followed by a series of questions from the judges. They did not disappoint. All five delivered a very clear pitch for their concepts. Winners are listed below.

See videos of the competition at: <http://www.rider.edu/entrepreneurship> (click on high school competition)

First place: Nick Mitchell, Jr, Bridgewater-Raritan High School- AthleteZone

AthleteZone is an app where athletes can register, compare themselves to others in their area and look for potential colleges and universities. They would have access to news and tips.

Second place: Anisha Amurthur, Sr. West Windsor Plainsboro - High School South- Know Thy Fridge

FridgeIt is an app that would help people manage the content of their refrigerators more effectively. This app would know exactly what is in your refrigerator, and when it will expire.

Third place (tie): Jordan Albom, Jr. Colts Neck High School- Stay Safe

Stay Safe is a technology that would help people with allergies. It would detect the trace of certain types of food and would change color if those types of food were detected.

Third place (tie): Mohnish Sabhani, Jr. Union County Academy for Information Technology- Gepping

Gepping is a shopping app that uses geo-location technology for a smarter way of shopping. The app would find stores close to the customers, and assist the shopper in various other ways as well.

Fifth place: Bobby Russo, So, Bridgewater-Raritan High School- The Shot Buddy

The Shot Buddy is an automatic shooter for Lacrosse. A set of Lacrosse balls would be loaded in the machine, and the settings could be adjusted for different speeds, angles, etc.



Winners sit with Rider staff and competition judges



1st Place: Nick Mitchell, Athlete Zone, stands with Directors of Rider's Entrepreneurial Program Dr. Lee Zane and Dr. Ronald Cook



Veteran's Program Kicks Off Again For Third Year!

After the previous success of our Veteran's Entrepreneurship Training Program, our third cohort of veterans have just started the program this past May. The Center for Entrepreneurial Studies' program provides a free, nine week entrepreneurship curriculum over the summer. This program has veterans develop a business plan to explore a venture idea or guide an existing business, and takes place at Rider's Lawrenceville campus. It runs in two phases. Phase one has veterans develop their business concept. This concept must be finalized before moving onto phase two, the full business plan creation process. Only veterans whose business concept is approved by the

program can move into phase two because to build a business plan at this rapid pace, it has to come from a solid concept. Following the completion of the program, veterans will receive one year of mentoring. "We

are continuing the successful mentor pairing by having them establish a relationship with the veterans during the classroom portion of the program, which will help them as they work with the veterans during the following year," said Ronald Cook,

LLP law firm and from the accounting firm of Wilkin & Guttenplan, PC.

"The additional sponsors provides a broad range of expertise to the veterans, and makes it even more of a



the Center's director. This year's program was made possible by a \$25,000 grant from Grand Bank, \$10,000 from the New Jersey Bankers Charitable Foundation and \$5,000 each from the Saul Ewing

distinctive opportunity for them. We are so grateful that our sponsors share our vision of helping foster veterans' personal and professional growth through entrepreneurial training," Cook said.

Guest Article: Jaimie Stafford, Rider University Class of 2013

I double majored in Finance and Entrepreneurial Studies at Rider University with the intent of one day taking over my family's real estate appraisal companies owned by my father. It happened sooner than originally

planned due to my father's unexpected passing, but thankfully I was prepared through my education and training in the company over the years.

Three days after my father passed

away, I took my Certified Real Estate Appraiser exam and passed, becoming one of the youngest real estate ap-



RIDER
UNIVERSITY

Guest Article (cont.'d)

praisers in the state of New Jersey.

In April 2014, I reopened the family business, Innovative Appraisal Network Services, an appraisal management company which serves as an intermediary in the appraisal process between mortgage companies and real estate appraisers. This industry has become increasingly regulated, making it difficult to acquire and maintain new business. However, in 2 years we have seen growth. Business networking and word of mouth marketing has been my strongest aid in growing the business. In dealing with customers our motto is "perfectly polite professionalism." This attitude has resulted in respect and ultimately more business due to customer satisfaction. We built relationships

with our customers and have been able to leverage some of these networking relationships into growing a second business.

In June 2014, I opened Regent Appraisal Services, a real estate appraisal company where I perform appraisals for lenders, appraisal management companies, buyers, sellers, and attorneys. We cover most of the counties in South Jersey (Mercer and South, including the Jersey Shore) and provide values for all residential type properties. An individual can hire my firm to perform an independent appraisal on their property to use as a tool in buyer/seller negotiations, divorces, bankruptcies, tax appeals, or simply a balance sheet check.

These two businesses allow us to fully encompass the appraisal industry, through business to business relationships as well as business to consumer. This allows us to be properly diversified in an industry that has been relatively unstable and concerning since 2007. I continue to see growth on our bottom line each fiscal year and have been able to use industry knowledge to position myself ahead personally, by purchasing my first home at 10 percent below market value, just 3 years after graduating from Rider. This is the knowledge I plan to use to grow and open more businesses to become even more diversified within the New Jersey and Pennsylvania real estate industries.

STAY CONNECTED

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

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



Center for Entrepreneurial Studies
2083 Lawrenceville Road
Lawrenceville NJ 08648
Phone: 609-895-5468
E-mail: sbi@rider.edu
www.rider.edu/entrepreneurship

The Small Business Institute® would like to thank our sponsor: Grand Bank



Check us out on Facebook!
www.facebook.com/riderentrepreneurship

Follow us on Twitter! [@Riderentrepreneurship](https://twitter.com/Riderentrepreneurship)

Connect with us on LinkedIn!
<https://www.linkedin.com/in/ridersbi>

