

February 2007 NEWSLETTER

To: Alumni and Friends of the Weinert Center and Strategic Management in the Life & Engineering Sciences (SMILES):

It has been a busy start to 2007 for our current students, our alumni and our specializations.

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Center News & Events

- Tyler Leeper (2008) co-authored an editorial in the Wisconsin State Journal: “Make your passion your profession,” in the recent February 25, 2007. See the article online published by the Badger Herald:
http://badgerherald.com/oped/2007/02/27/making_passion_your_.php
- Sean Ebert (2008) and Tim Staton (2008) were among a group of Wisconsin MBAs that raised more than \$5,000 for Special Olympics by participating in the Madison Polar Plunge. The Wisconsin MBA team was one of the top three fundraising teams in the state, beating out the UW Law School, among others. In all, more than \$250,000 was raised by the Madison Polar Plunge. For photos of the Madison Polar Plunge, click here: http://www.specialolympicswisconsin.org/plunge_a6.asp
- Jung Eun Hong (2007) and Todd Wendrick (2007) recently returned from a global business program trip to Dubai over the winter break and shared their experience with the other entrepreneur students.
<http://www.bus.wisc.edu/gazette/february2007/mba.asp>
- Cailin Mani (2007), Rob Creighton (2007), Mike Miller (2008), Eugene Yang (2007), and law student Eric Huston were our selected “dream team” to represent us at the VCIC (Venture Capital Investment Competition) in Boulder, CO. They selected the best startup to back and then structured a deal term sheet for the transaction. The team had one of the most creative proposals and deal structures. Our team finished third, but a wonderful experience was had by all.”
- Jane Bills (2007) and Cailin Mani (2007) participated in the 20th Annual New Ventures World Competition (Previously International Business Plan Competition) 2/22-/24 in Lincoln, NE. They presented their business plan for Sapori, a Napa Valley based specialty retailer for Italian food and wine.
- Ph.D student Yan Gong, winner of the Robert W Pricer PhD Entrepreneurship Fellowship, has accepted a position of Assistant Professor of Strategy at the University of California, Irvine to pursue organization/strategy studies. Yan visited Wharton, MIT, UC-Irvine, Maryland, Oregon, South Carolina, Utah and Babson, and has received 6 offers out of these trips. We wish him continued success at UC-Irvine.

- We have added University Research Park as a link for job leads for our students. This link will be provided to park tenants searching the URP Career Center as an "additional resource" for finding potential candidates.
- Weinert Center faculty were interviewed in a recent front-page article on student entrepreneurship in the Wisconsin State Journal:

[New Major Boosts UW's Entrepreneurial Spirit](#)

- Thanks to a \$5 million grant from the Ewing Marion Kauffman Foundation in Kansas City, Mo., more students at UW-Madison - and more aspiring business people statewide - will be exposed to the principles and practices of entrepreneurship.

[UW-Madison Gets Grant to Spread Entrepreneurial Skills](#)

- Dan Olszewski will be featured in an upcoming "On Air with In Business," on Madison 1670 at 6 p.m. He will be interviewed by Joan Gillman, director of special industry programs for the School of Business, is the program's co-host, along with Jody Glynn Patrick of In Business magazine. Listen to the podcast:
http://podcast.loyalears.com/wtdy.php?task=shows&show_id=51Wisconsin.
- The Weinert Center was mentioned in a U.S. News and World Report on BrainReactions, a UW student start-up business and WAVE speaker. Please see the following news article:
<http://www.usnews.com/usnews/biztech/articles/070114/22smallbiz.htm>

Entrepreneur Association Featured Speakers:

This semester's events have included the following speakers:

Allen Dines, Assistant Director Office of Corporate Relations, at EA kickoff, discussing the Kauffman Grant to expand Entrepreneurship in Wisconsin

"Famous Dave" Anderson, Founder/Chairman Emeritus, Famous Dave's of America discussed his entrepreneurial story and the key life lessons for success.

Please visit the Entrepreneur Association website: <http://www.uwea.com/> to watch for upcoming events.

Recruiting for Next Year's Admissions:

We are off to a strong start with many very strong applications to the programs for next year. Again, we would like to ask for your help in recruiting excellent students to the Entrepreneurship or SMILES programs for fall of 2007. The final deadline for admission is June 1st (but highly recommend that interested parties apply earlier rather than later) -- if you know of any potential students, please send them to our website: <http://www.bus.wisc.edu/weinertcenter> or <http://www.bus.wisc.edu/SMILES> or have them call Dan Olszewski at (608) 265-3959.

WAVE and Weinert Advisory Board Updates:

We are very pleased to announce the addition of two new members to the Weinert Board:

Michael J. Smith, who received his BBA in 1983, President and Chief Executive Officer of Bag Borrow or Steal. Michael has served as president or CEO at Classmates.com, Nordstrom's and Lands' End. His bio can be found at:

<http://www.bus.wisc.edu/weinertcenter/WeinertBoard/Bios/MichaelSmith.asp>

Thomas Pyle, who received his MBA in 1963, is chairman of The Pyle Group and the former CEO and principal owner of the Rayovac Corporation. He began his career with management positions at Bristol Meyers and Procter & Gamble, and then became president of the Butterick Fashion Marketing Company, a home sewing supplier. His bio can be found at:

<http://www.bus.wisc.edu/weinertcenter/WeinertBoard/Bios/TomPyle.asp>

Chris Horning is now CEO of NextTesting. Next Testing's sport-specific assessment model will be the first of its kind and will further our understanding of how neurocognition and other variables impact elite athletic performance. <http://www.nexttesting.com/templates/management.html>

Paul Reckwardt, President/Founder, Tomo Therapy makes the news with an IPO filing: <http://www.reuters.com/article/newIssuesNews/idUSN1234566020070212>

Terry Sivesind, is featured on Q&A: Know Your Bigwigs in the January 2007 Madison Magazine, on p. 77.

Special thanks to **Jack Lavin**, Arrow Financial Services, for sponsoring our December WAVE meeting.

Alumni Updates:

Alfredo Armengol (2005) has accepted a position with Abbott Labs in Santa Clara, CA.

Sal Braico (2002) of ConjuGon Inc., a Madison, Wis.-based drug company focused on the treatment of antibiotic resistant bacterial infections, has raised \$3.3 million in VC funding. Rosetta Partners led the deal, and was joined by returning angel backer Wisconsin Investment Partners. www.conjugon.com

Elizabeth Kremer (2001), aka Lady Moxie, makes the news with her new store again, and again and again

<http://www.madison.com/archives/read.php?ref=/tct/2007/02/10/0702090411.php>
<http://www.madison.com/archives/read.php?ref=/wsj/2007/02/05/0702040409.php>
<http://www.madison.com/tct/business/stories/index.php?ntid=118472>

Joe Kremer (1997), Angel Network, featured in the January 2007 Madison magazine on p. 78 related to "Understand investor due diligence."

John Schuster (2006) has been kept very busy with the successful launch of his new law firm (Young, Schuster & Maslowski LLP) but was willing to make time and meet with the WAVE students to discuss the nuts and bolts of starting a new business.

Chad Sorenson's (2002) venture, Sologear Corporation, is currently raising \$800,000 in equity financing to market launch its first two products later this year. Sologear is commercializing a line of break-through products in the barbeque grilling industry that include a disposable grill that will be sold for a target \$7. The products combine the performance of a gas grill with the convenience of a disposable product. The company is currently setting up its manufacturing capability and has planned revenue in Q3 of 2007. Please contact Chad Sorenson for further information. (608-239-6191 or chad@sologearcorp.com)

Sara VanderLind (2005) is a consultant in the Madison area, working on various business projects in the area.

Other Alumni News

We would like to keep you posted on other alumni news. Please let us know if you see other Weinert Center or SMILES alumni in the news and we will include the information in future updates. Please send any updates or story links to WeinertCenter@bus.wisc.edu

Support

We would like to thank all of you who have given of your time, treasures and talent to support the Centers. The Centers' successes are driven by the support we receive from all of you and it is greatly appreciated. We would especially like to thank those listed below for providing financial support over the past several months:

Amy Bina (2006 Alum)
Claire and Brian Herriot (2001 Alum)
Chan Woo Kim (2006 Alum)
Jack Lavin (Weinert Board)
Linda Li (2006 Alum)
Greg Lynch (WAVE Board)
Nathan Meredith (2006 Alum)
Bruce Milne Family (Friend of the Center)
Bruce Neviasser (WAVE Board)
Dan and Kathryn Olszewski (Center Director)
Jose O Rivera-Sostre (2004 Alum)
Neil Peters-Michaud (WAVE Board)
Diane Schauer (2002 Alum)
Mike Underwood (Friend of the Center)
Sara VanderLind (2006 Alum)
Jim Weinert (Friend of the Center)
Julie Weink (2000 Alum)
John Wick (Friend of the Center)

Anyone wishing to financially support the Center can go to:
<http://www.bus.wisc.edu/weinertcenter/support.asp> or <http://www.bus.wisc.edu/SMILES/support>

Best wishes,

Dan Olszewski

Director, Weinert Center for Entrepreneurship
Director, Strategic Management in the Life and Engineering Sciences
Director, Weinert Applied Ventures in Entrepreneurship(WAVE) Fund
5252 Grainger Hall, 975 University Ave
Madison, WI 53706
608/265-3959
dolszewski@bus.wisc.edu
<http://www.bus.wisc.edu/weinertcenter/> <http://www.bus.wisc.edu/mba/smiles/>

Ramon (Ray) J. Aldag

Executive Director Weinert Center for Entrepreneurship
Glen A. Skillrud Family Chair in Business
3112 Grainger Hall, 975 University Avenue
Madison, WI 53706
(608) 263-3771
raldag@bus.wisc.edu
<http://www.bus.wisc.edu/faculty/facdetails.asp>

