



CENTER FOR INNOVATION & ENTREPRENEURSHIP

Rowan's Entrepreneurial Ecosystem At-A-Glance

It has been a busy start to the year and our spring semester is in full swing - there is already much to share! Below are the highlights, and as always, I hope you will engage with us on our online community [StartupTree](#).

Join Rowan's Startup Ecosystem

SELECT UPCOMING EVENTS

Practice Makes Practice featuring Paul Grand (4/9)

Join the RCIE and College of Communication & Creative Arts for Practice Makes Practice featuring Paul Grand, art photographer and former Vice President and Director of Research and Development for Colgate-Palmolive, on Tuesday, April 9th at 3:30pm in BUSN 209.

You will not want to miss this! Register [here](#).

PAUL GRAND

Practice Makes Practice

Tuesday, April 9, 2019 | 3:30 p.m.
The Rowan Center for Innovation and Entrepreneurship
Business Hall Room 209

Join the College of Communication & Creative Arts and the Rowan Center for Innovation and Entrepreneurship as Paul Grand discusses his art, entrepreneurship and life lessons he's learned as a first-generation college graduate. Q & A to follow.

This event is free, but registration is required. Register at go.rowan.edu/PracticeMakesPractice



2019 Rohrer New Venture Competition & Expo (4/12)

The first ever Rohrer New Venture Expo will be held on April 12th from 11am-1pm in the Hub of Business Hall. The Expo will feature 60 idea stage student startups competing for a range of prizes from Best Pitch to Most Promising New Venture.

Following the Expo will be the 12th Annual Rohrer New Venture Competition from 1:30-4:30pm in Business Hall 104 where five finalist teams will face off to win seed funding for their ventures.

Register [here](#)!

Sales Speaker Series with Anthony Magaraci (4/17)

Catch Anthony Magaraci, President of Trinity Packaging Supply, on April 17th at 10:30am in BUSN 209 as part of the RCIE Sales Speaker Series. This discussion will cover how to close a



deal, cold calling, negotiation techniques, and more.

Register [here](#).



From Product Ideation to Launch with Terrence Wiggins (4/12)

Marketing Manager Terrence Wiggins will host From Product Ideation to Launch: Insights from a Marketing Executive on April 24th at 9:30am in BUSN 209. Wiggins will explore product development and the commercialization process at this informative discussion.

Register [here](#).



E-NEWS TO KEEP YOU IN THE KNOW

CEO Students Attend BUNEEC

Rowan's Collegiate Entrepreneurs' Organization Student Chapter traveled to Rhode Island earlier this month for BUNEEC, a regional CEO conference hosted at Bryant University. Congratulations to Dr. Zane and Rowan CEO President Melvin Sheppard on a successful trip.



Dr. Santos Moderates Panel at Johns Hopkins University

Dr. Santos, Assistant Professor of Entrepreneurship, recently traveled to Johns Hopkins University to moderate a panel discussion on how lessons learned from business incubation can inform curriculum and empower the next generation of financiers and startup founders. While there she also worked to promote the USASBE 2020 Conference which is being co-hosted by Rowan University under the leadership of Drs. Liguori and Santos.



FXI CEO Speaks to Packed Audience for RCIE Spotlight Speaker Series

Nearly 100 students attended this month's Spotlight Speaker Series event featuring Harold Earley, President and CEO of FXI. Entrepreneurship senior Jo Carter and MIS senior Niharika Kasimahanthi lead a Q&A where Harold discussed his background, how he grew

with FXI, and how he gives back to his community by helping students access private education. Thanks Beta Alpha Psi for cohosting!



Entrepreneurship Students visit Pinnacle Parkour Academy

Pinnacle Parkour Academy, a venture founded by Rowan Alum and former Rohrer New Venture Competition Finalist Phil Pirollo, recently hosted Dr. Liguori's Entrepreneurship Capstone Course students for a visit. Pirollo shared his journey from Rowan, to opening his first gym, to pivoting into Parkour, to becoming an American Ninja Warrior Champion, to expanding out to four locations in two states. Thanks for being an amazing and gracious host, Phil!



Byrd Medallion Award Winner Announced

Rowan Entrepreneurship Major Jo Carter has been selected as the recipient of the inaugural Kimble Byrd Medallion Award for Entrepreneurial Engagement. Carter presently serves as the student board representative to the South Jersey Tech Park as well as on the board of Rowan's Collegiate Entrepreneurs' Organization. Pictured from L-R: Professor Greg Payton, Jo Carter, Professor Kimble Byrd.



Rowan Blog feat. Stunited App

Recent Rowan graduate John Rondi and his startup, Stunited, were recently featured on the Rowan Blog. Click [here](#) to see the full article and learn more about John's entrepreneurial journey building Stunited.



For more information of any of Rowan's student entrepreneurship programs or to learn how you can support entrepreneurship at Rowan, please contact Jess (Wolk) Vattima at wolk@rowan.edu.

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