

# the Emerson Enterprise

The Newsletter of Business & Entrepreneurial Studies at Emerson College  
*Come with Your Vision... Leave with Your Future.*

Business & Entrepreneurial Studies  
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*"You are successful because of those around you. Your family, those who work with you, who believe in you, and the family of your community. Don't ever forget that."*

George Feldenkreis  
CEO, Perry Ellis  
Keynote Address, 3rd Annual E3 Exposition

## Perry Ellis CEO Keynotes 3rd Annual E3 Exposition

The Emerson Experience in Entrepreneurship (E3), powered out of its third year in style. 18 business opportunities created by E3 students during the 07/08 academic year were presented to a standing-room-only crowd at the Bill Borden Theater who had gathered for the Third Annual E3 Exposition. \$12,000 in startup capital was awarded to four winning companies. A highlight of the event was Perry Ellis CEO George Feldenkreis who delivered a truly inspiring keynote.

Feldenkreis fled Castro's Cuba arriving in Miami in 1961 with his family, and just a few hundred dollars in his pocket. A humble beginning for a man who has gone on to build one of the strongest brands in the world, and received numerous awards for his achievements including being selected by Ernst & Young as Entrepreneur of the Year. Feldenkreis is known as much for his community efforts and philanthropy as his business savvy, and it was from this perspective that his words resonated deeply with E3 attendees.

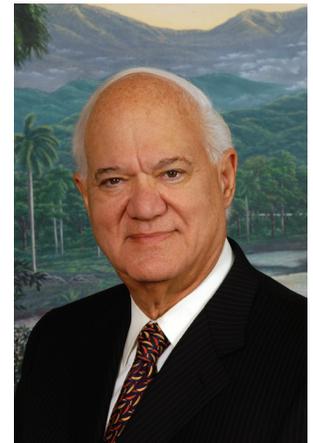
"Never forget where you came from," Feldenkreis said. "You are successful because of those around you. Your family, those who work with you, who believe in you, and the family of your community. Don't ever forget that."

Feldenkreis congratulated all of the E3 entrepreneurs, four of whom went home from the Expo with capital awards to help them get their companies started. Allison Mandell's Lucky Dog Lounge took top honors in the business plan competition winning \$5,000. Rob Rykowski won \$3,000 for his Spirit Clothing label. Rob also managed to sell out of the garments he brought to exhibit at the Expo! Ben Bejalajac picked up \$2,000 for his Kids with Guns Animation Studios. These awards were made possible through the generosity of parents Richard and Luci Janssen.

This year's E3 Legacy Award winner was Devika Deshmuk's Interactive Electronic Street Guide (IES). The Legacy Award winner is chosen each year by E3 Alumni and represents the company they would like to see get a chance in the market. The E3 Legacy Award is made possible through the support of the Exemplar Group of Companies, and the generosity of Gerald Rosen, friend of the College.

Students, their companies, and their (mentors) who competed at the 3rd Annual Expo included: Erik Osterholm's Thokk Adventure Productions (Terry Leonard), Ana Mass' HonduFoods (Bruce Bassman), Emil Lamprecht's Red Lamp (Richard Levy), Devika Deshmuk's Interactive Electronic Street Directories (Morgan First), Julie Palazzo's Yipstah! social network (Rob Sands), Rob Rykowski's Spirit Clothing

(Courtney Marino), Vanessa Ringel's The Mods modular hotel (Divyesh Patel), Root Boy Soda Company (Pearl Wible), Allison Mandell's Lucky Dog Lounge (Maria Coder), Ben Bejalajac's Kids with Guns Animation Studios (Steve Korian), Vasuda Verma's Bisou Restaurant (Jerry Rutberg), Conrad Osipowicz' Island on Wheels (Heather Scott), Jillian Trundy's East/West Lounge (Kitty Ryan), Stephen Francis' State of Mind Music Group (Diane McAveney), Rich Navin's Homegrown Cambridge Restaurant (David Paul), Marissa Goldstein's LEAF, the Legal Eco Advertising Firm (Jessica Manganelo), and Pink Elephant Management (Margie Sullivan). E3 offers our very sincere appreciation to the alumni, and professionals that served as mentors this year. E3's mentorship program is a vital component of the learning experience and we are grateful to the Office of Alumni Relations, and the Alumni Board for their support and advocacy of the E3 Mentor Program.



Perry Ellis CEO George Feldenkreis

Shortly after the Third Annual E3 Expo business school blog CollegeMogul.com published a review comparing E3 and the entrepreneurship program at Babson College. According to CollegeMogul.com, "Comparing the Babson program with Emerson's E3, Emerson takes the lead. This may come as a shock to some since Babson claims that it is the epicenter of entrepreneurship. I favor Emerson because most students continue working on their startups after the program ends, whereas the Babson startups stop." In just three short years E3 has seen 50 student business opportunities created, and 18 of those are in business today. This gives E3 an impressive +35% launch rate.

The Fourth Annual E3 Exposition is tentatively slated for Saturday April 25, 2009 in the Bill Borden Theater on the campus of Emerson College. As always the event will be webcast live.

## Emerson Means Business!

Business is growing at Emerson as the College launched a new Minor in Business Studies in Communication and the Arts this fall. The new Minor represents an innovative, whole-brained approach to business education.

“The Minor in Business Studies takes a holistic approach to business addressing the many academic necessities of business study, as well as the “soft skills” seen to be lacking from some of the more traditional business school programs,” said Dr. Karl Baehr, Director of Business & Entrepreneurial Studies (B&E), “We address the development of critical thinking, creative problem solving, and effective networking skills, creating, motivating and managing teams, and business etiquette, as well as paying proper attention to business finance, law, communication, ethics, marketing, sales and management.” The curriculum for Business Studies was created by a team led by Dr. Kristen Lieb, and included Baehr, who designed the E3 curriculum, scholars, and members of the business community. Business and Entrepreneurial Studies was featured in the Spring Edition of Expression Magazine.

“We have had a smattering of business courses throughout the majors, but they didn’t provide students with the depth they needed,” said Dr. Janis Andersen, Dean of the School of Communication. “This was a perfect storm, an idea that had been gathering strength.”

With nearly 90 students enrolled in Business and Entrepreneurial Studies this fall, it would seem that strength



Pictured is Dr. David Ellis, Vice President of Finance and Administration at Emerson, who visited the Principles of Business class recently to discuss current events in the US Economy. Ellis was impressed by the students, whom he found “Very interested, and engaged.” Students in turn were impressed by Ellis’ ability to clearly explain how and why these events are important to us as individuals, and to Emerson’s students about to enter the working world. He cautioned, “Don’t let things happen without trying to understand them. You have a voice, be heard.”

continues to build. Plans are to roll out the rest of the courses in the curriculum during the spring and fall 2009 semesters. According to Andersen, additional business faculty are being sought. “We believe this program will grow very quickly, and we have to be prepared to meet that demand,” Andersen said.

A catalyst for the expansion of business education at Emerson has been the Entrepreneurial Studies Program, E3. E3 has begun its fourth year, welcoming a cohort of 27 entrepreneurs who have stepped up to the plate with a variety of creative and challenging ventures that include:

A forestry business in Croatia, an “anger outlet” center, an eco friendly limousine company whose vehicles will be fueled by bio-diesel, a vegan café and book store, a media research firm, a fitness company aimed at college-age young women, a content syndicator for closed-circuit college television networks, an advertising and marketing firm in Guatemala, and a magazine for “today’s revolutionary culture.” As of this writing students are researching and firming up their business concepts through research of their chosen industry, potential customers, and perception of their ideas.

Both the Business and Entrepreneurial Studies programs have been designed to dovetail with industry-specific business courses that have been offered in the schools of Communication and the Arts at Emerson for many years. Both B&E are open to any student, in any department at the College. For more information contact [karl\\_baehr@emerson.edu](mailto:karl_baehr@emerson.edu).

## E3 Spotlight: The Music of John Paul

It’s called Belmont Boulevard and it’s the latest CD from E3 Alum John Paul who continues to make a name for himself in the music industry.

Paul’s third CD was recorded in Nashville with some of the best musicians in the business and represents an evolution of his musical style. That experience Paul says, has been the most memorable of his career to date.

“Belmont Boulevard is different from my other CD’s in almost every way,” Paul says. “I worked with session players, which brought the album up to a whole other level of maturity and precision. The style was different than anything I had done before.”

Paul and his producer Tom Acousti reviewed more than 40 tracks for potential inclusion on Belmont Boulevard, a process Paul says, enhanced the effort and took his music up a notch. “With The Black Tie Affair and my other solo albums, I had written only the songs we were going to record. This process allowed me to explore the craft of songwriting as well as my own dimensions vocally, lyrically, and on guitar,” Paul said. “I think what I like most about the album is its maturity. Some of the subject matter, particularly “Way Too Soon”, is above my experience but I wanted to try and tap into how someone might feel if they were going through a particular situation and really embody it with my lyrics.”

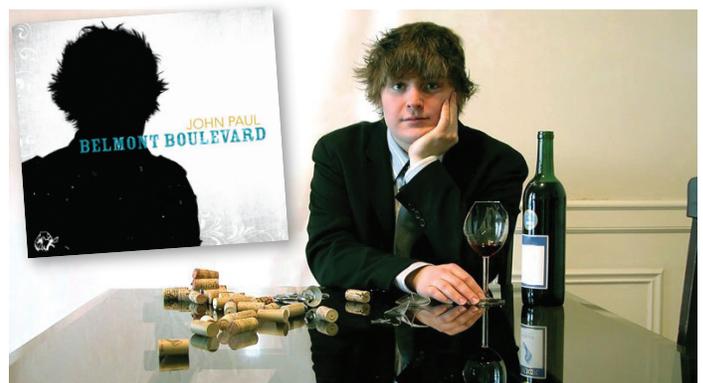
Paul started his music career when he was 16. Since then he has released efforts as a solo artist “Winter Trek,” and with his band, a The Black Tie Affair which was featured on the CMJ Marathon in 2007, one of the premier music events in the industry for new artists. In addition to playing most of the major venues in New England Paul has toured the east-coast, and Europe. His version of “Nebraska” by Bruce Springsteen appears on the soundtrack CD for the book The Next Paradigm: Common Sense for This Generation, a choice, Paul says, was of some concern to his E3 professor Karl Baehr who was Executive Producer of TNP. “Karl was hesitant because the song is really dark, about a guy who’s about to be executed. His vision for the song was very stripped-down and bleak, even bleaker than the original. Basically he thought I was too happy to do the song,” Paul said. “It turned out great,” he adds with a smile.

John Paul credits E3 with helping him understand the business end of a creative enterprise, and with helping him create and work networks more effectively. “E3 made me slow down and really look at things like how much I was spending on the road, compared to how much merchandise I was moving,” Paul said. “(E3) also helped me to really focus my brand, which is very important in the music industry, and how to find the people I need and connect with them.”

Paul’s advice to up and coming musicians, “Two things: from a business perspective you really need to identify and define your goals, the markers you need to hit to get you down the road. As an artist you really need to master your craft.”

His final word of advice, “Hang in there, it takes a long time to get where you want to go.”

John Paul is in Los Angeles and will be launching a west-coast tour soon. You can find out when he’ll be in your town, and you can check out music from Belmont Boulevard and his other CDs at [www.JohnPaulsMusic.com](http://www.JohnPaulsMusic.com).

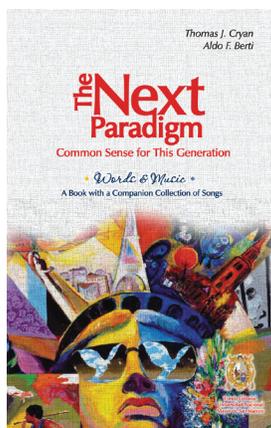


## E3 Visiting Professor Publishes Groundbreaking Book/CD

E3 Law Professor Dr. Thomas Crane has authored a fascinating new book which includes a companion musical CD, "The Next Paradigm: Common Sense for this Generation" (TNP). Working to present bold solutions to some of the major issues facing our country, and our world today, TNP takes the unique position that ideas can be created, developed, and exchanged more profoundly when the written word is complemented by music, so TNP punctuates the words with interrelated songs drawn from the 60s & 70s, each interpreted by a new generation of emerging artists, and each chapter of the book is tied directly to the music, propelling the reader into a complete experience of word, thought and music. TNP examines ten aspects of our time that require systemic change in order for our society to move forward, including taxes, education, water, alternative fuels, our electoral process, prison systems, and the UN.

"Early on in the process of writing TNP it became apparent that there were many parallels between the current generation, and the generation of the late 1960s/1970s, a time of powerful ideas and songs," Crane said, "and these parallels inspired us to create a musical component beyond the book. For us, we saw the music and the lyrics as woven into the fabric of the discussion in the book, so that the experience would be more profound, more complete."

First drafts of the manuscript and music of The Next Paradigm were examined during a series of focus groups conducted at Emerson College. Information gathered from these sessions provided direction for Crane (who writes under his original Irish Family Name, Cryan) and his co-author Dr. Aldo Berti, and proved to be indispensable to the process of bringing the text and soundtrack together. Crane and Berti had previously published a book on Latin American Politics, "3 Principles: Towards a Future for Latin America and Peru" in 2006, where the concepts in 3 Principles were drawn from the larger TNP effort, but had been published earlier in order to inject the issues addressed into the Peruvian Presidential Election of 2006.



As the final manuscript of TNP was being edited production of The Next Paradigm Music Project commenced in October 2007. The effort ultimately encompassed 22 songs, performed by 20 bands from around the world. TNP Music Project was produced entirely by a student run team at WERS Live Mix, headed by E3 student Conrad Osipowicz, Chief Engineer for the Project. The

Project required over 450 hours of studio time to complete, and remains active today, with the ongoing recording of new artists.

"We believed the music, in tandem with the book, had the potential to work at a deep primordial level, and the efforts preformed by the Student Engineers at WERS, incredibly, captured and expanded this special essence," Crane said. Present for much of the recording effort, Crane expressed his true appreciation.

"Emerson has welcomed us with open arms and we look forward to continuing our relationship with the College," said Crane.

Dr. Crane was instrumental in developing the business law and negotiation components for E3, and has taught in the program since it began in September 2005. Crane is an experienced international business lawyer, and a life-long entrepreneur in media and other industries. Currently he is an investment banker and partner in

InterTerra New Media Group, a firm with holdings in media and entertainment. [www.interterranewmedia.com](http://www.interterranewmedia.com)



Dr. Thomas Crane

## The Adventure Continues!

Here's what some of E3's Alums are up to:



### Max Goldberg Enterprises (MGE)

MGE has become a leader in online comedy and social network marketing by creating online comedy content that has garnered millions of views from around the world. MGE produces two monthly shows in Los Angeles, Shmometry, a live stand-up comedy showcase, and Click Full Screen, a user-submitted live video showcase. Max is currently preparing for a continental tour of his live, multimedia comedy show, Jazz Music Leads to Sex.

[www.maxgoldbergonline.com](http://www.maxgoldbergonline.com)



### Aquitaine

Eleanor Dowling continues success with Aquitaine Productions. In addition to her work for the City of Boston and others this year, Aquitaine documented the studio sessions for The Next Paradigm, and produced a music video for John Paul's new single .45. [www.aquitaineproductions.com](http://www.aquitaineproductions.com)



### Students For Peace International

Yoni Vendriger's S4P hosted Rock 4 Peace in Boston in September to commemorate the 7th annual International Peace Day. Rock 4 Peace focused on domestic and global health, environmental and cultural issues promoting awareness and peaceful solutions to the issues we face. [www.students4peace.org/](http://www.students4peace.org/)



### First Publications

Morgan First published the third edition of the Motion Affair Planner (MAP) for Boston in September. Morgan was selected for the Extreme Entrepreneurs Tour, and has been featured regularly in the business press. [www.motionaffairplanner.com/site/](http://www.motionaffairplanner.com/site/)



### Move Forward Music

Alex Damashek debuted Move Forward Music in September. The company will serve as a promotional company for musical acts in the New York City area. [www.moveforwardmusic.com](http://www.moveforwardmusic.com)



## The Adventure Continues!

JOHN CHARLES

### The John Charles Music Group

John Charles released his second CD this past year entitled Livery Stable. JCMG was started by E3 Alums Jay O'Connell and Alyssa Spellman.

[www.johncharlesmusic.com](http://www.johncharlesmusic.com)

Lagniappe

### Lagniappe

Ashley Sarver is up and running in post-Katrina New Orleans. Check out the unique jewelry designs by Ashley and her family at

[www.lagniappedesign.com](http://www.lagniappedesign.com)

spirit clothing company

### Spirit Clothing

Rob Rykowski is finishing up the new website for his Spirit Clothing line. The site will debut this fall at

[www.spiritclothing.com](http://www.spiritclothing.com)



### Suniye

Josh Milowe has launched Suniye, a clothing company with a mission. Check out Suniye at

[www.itsagoodstory.com](http://www.itsagoodstory.com)



### Contessa Event Planners

Nicole Campoy has extended her event planning expertise to include education. Nicole is working with E3's Karl Baehr on a "Life-Planning" seminar to be presented in October.

[www.bycontessa.com](http://www.bycontessa.com)



### Thokk Adventure Productions

Erik Osterholm's Thokk Adventure Productions has launched their website. You can see their amazing work at:

[www.thokkproductions.com/thokkflashsafety2.swf](http://www.thokkproductions.com/thokkflashsafety2.swf)



### Vaccinated Media Group

Duval Culpepper and Amitha Raman are changing the status quo with Vaccinated TV. Check out their latest productions at [www.vaccinated.tv](http://www.vaccinated.tv).

WASTED.KNOT

### Wasted Knot Fashions

Gina Faiola has created a new venture from her fashion design company WastedKnot.com. Gina has ventured into the exotic world of editorial fashion styling for magazines. Her most recent work has been published in Prim, Cause a Scene, and an upcoming issue of Don't. You can check it out [www.myspace.com/ginafaiolastyling](http://www.myspace.com/ginafaiolastyling). You can check out Gina's designs at [wastedknot.com](http://wastedknot.com).



### State of Mind Music Group

<http://www.myspace.com/stateofmindmusicgroup>

vuolo.

### Vuolo Furniture

[www.vuolofurniture.com](http://www.vuolofurniture.com)



### Simply Shire

[www.simplyshire.com](http://www.simplyshire.com)



### Flagr.com

[www.flagr.com](http://www.flagr.com)



### John Paul

[www.JohnPaulsMusic.com](http://www.JohnPaulsMusic.com)

*Are you an Emerson Entrepreneur? Business leader? Join us!*

*There are many opportunities to bring your experiences back for the benefit of those Emersonians who will follow you into the business world. If you would like information on how you might participate in Business & Entrepreneurial Studies at Emerson College as a guest lecturer, or mentor, or if you're visiting Boston and would just like to come by and see what we're up to contact Karl Baehr, Director of Business & Entrepreneurial Studies at [karl\\_baehr@emerson.edu](mailto:karl_baehr@emerson.edu).*

