



Bernstein Competition 30th Anniversary

SU alumnus Richard Bernstein and his family joined past finalists and winners of the Bernstein Achievement Award for Excellence to celebrate the 30th anniversary of the 1986 gift Bernstein gave to create the award, which represents first prize in SU's annual Student Entrepreneurship Competitions, held each spring.

Bernstein has been named Ernst & Young's Maryland Entrepreneur of the Year and Maryland's Small Business Person of the Year, among other honors. In 1986, he endowed a student business plan competition at SU that has grown into an annual \$100,000 event, culminating each year with the Bernstein Achievement Award for Excellence. In 2016, finance major Jenna DeLetto made history as the first two-time winner of the award.

The past year has been a successful one for DeLetto, whose idea for 5 POP, a football training device programmed to signal players when they are carrying the ball improperly, earned her \$27,000 in cash and prizes during the 2015 competition. Since then, the parent company, 5 POP Sports, co-founded with her grandfather, Dave Manners, has won \$35,000 more through similar events.

Since her initial presentation in 2015, she has made a number of modifications to the prototype, including adding a leather cover (which would be an upgrade option for customers) and lightening the device to make it nearly the same weight as an actual football. She and Manners also are working on installing sensors and creating an app that would provide real-time analysis on the amount of pressure being applied to the ball by the player's five "points of pressure" (or "POP"): fingers, palm, forearm, bicep and torso.

Shore Hatchery Update

Seven businesses received their share of \$90,000 during the sixth round of SU's Philip E. and Carole R. Ratcliffe Foundation Shore Hatchery program. A total of 13 new entrants and five returning competitors vied for the prize money through the *Shark Tank*-style competition. Among the top winners were Mobtown Fermentation, which garnered \$30,000 for their company specializing in brewing kombucha, a type of fermented tea, and Soccer Office, gaining \$25,000 for the sports league management company. Administered through SU's Perdue School of Business, the goal of the Ratcliffe Shore Hatchery program is to fund entrepreneurs in the mid-Atlantic and have new businesses opening within six months, with the potential of employing five or more within a year. In addition to funding, winners and participants also receive mentoring support from the program's board.

Franklin P. Perdue School of Business



Enterprise Systems Certificate

SU launched its first online post-baccalaureate certificate, in Advanced Technology for Enterprise Systems. The program offers broad knowledge of new technologies associated with enterprise systems, including in-memory database management, business analytics, data visualization and mobile application development. Participants gain an understanding of different enterprise systems that capture data; tools to store and access that data; analytical approaches for reporting, visualizing and predicting based on that data; and technology to present data and results via mobile devices. Software from SAP, a leading vendor in enterprise systems and business intelligence systems, is used, providing students with practical skills for the field, in addition to their theoretical understanding.

Students Win National Marketing Competition

SU students once again have proven themselves among the best marketers in the region, taking the top spot in the spring Direct Marketing Association of Washington Education Foundation (DMAWEF)'s Colleague MAXI Award Program. The winning team was comprised of Destiny Jones, Genevieve Kurtz and Sierra Little.

In the oral competition, SU's teams vied against Johns Hopkins University (which fielded a team of second-year M.B.A. students) and the University of Maryland College Park to create the top marketing plan for one of three participating nonprofit organizations.

Advised by Paula Morris, Management and Marketing, they proposed a nationwide contest to raise awareness and donations for the Environmental Defense Fund.

This win came on the heels of SU claiming the top two spots in fall competition.

Adams' Research Recognized

Dr. Stephen B. Adams, Management and Marketing, captures the zeitgeist of inception of the U.S. technology epicenter in his book *Before the Garage: The Beginnings of Silicon Valley, 1909-1960*.

The Smithsonian National Museum of American History recognized the importance of Adams' research, naming him one of four 2015-16 Fellows at the Lemelson Center for the Study of Invention and Innovation. He served a residency at the center, where he delivered a public lecture as part of its colloquium series.

During his fellowship year, he explored the collections of the Smithsonian, as well as other collections in the Washington, D.C., area such as the Library of Congress and National Archives.

In addition, Adams was awarded the U.S. Naval History and Heritage Command's Vice Adm. Edwin B. Hooper Research Grant to continue his study of the history of Silicon Valley.