

FEATURED SPEAKERS

Howard H. Stevenson, Harvard Business School's Sarofim-Rock Professor of Business Administration, will present the Coleman White Paper on Thursday morning. Professor Stevenson is currently a director of Camp Dresser & McKee Inc., Bessemer Securities Corporation, Landmark Communications, Sheffield Steel, Gulf States Steel, and the Baupost Group, Inc., as well as a partner or trustee for several private partnerships, trusts, and foundations. Prior to his reappointment to the Harvard faculty, Professor Stevenson was Vice President of Finance and Administration and a Director of Preco Corporation, a large privately-held manufacturing company. In addition, he had previously served as Vice President of Simmons Associates, a small investment banking firm specializing in venture financing.

Prior to 1978, he held various academic appointments at Harvard University, specializing in Real Property Asset and General Management. He received his B.S. in mathematics, with distinction, from Stanford and M.B.A., with distinction, and D.B.A. degrees from Harvard University. He was a Thomas Watson National Merit Scholar, a George Fisher Baker Scholar and a recipient of the ALCOA Foundation Fellowship and Ford Foundation Fellowship for graduate study.

His publications include, among others, *New Business Ventures and the Entrepreneur*, with Michael J. Roberts and H. Irving Grousbeck; *Policy Formulation and Administration* with C.R. Christensen, N. Berg and M. Salter, "The Importance of Entrepreneurship," and "Preserving Entrepreneurship As You Grow." "The Heart of Entrepreneurship," "How Small Companies Should Deal with Advisors" and "Why Be Honest if Honesty Doesn't Pay" with Amar Bhidé have appeared in the Harvard Business Review. Other scholarly papers of his have appeared in *Sloan Management Review*, *Journal of Business Venturing*, *Strategic Management Journal*, and elsewhere. His latest book, *Do Lunch or Be Lunch: The Power of Predictability In Creating Your Future*, was published by HBS Press in September 1997. He is listed in *Who's Who in America*.

Thursday's plenary session will feature a panel of women entrepreneurship practitioners and researchers.

Barbara J. Bird, Associate Professor of Management and Entrepreneurship at American University, is a consultant for the NIST Advanced Technology Program. Professor Bird is the author of *Entrepreneurial Behavior*, and a prominent contributor to our knowledge of entrepreneurial intentions, along with numerous other publications. Along with Candida Brush (Boston University), Professor Bird has engaged in an in-depth study of women entrepreneurs and top executives across the country. She will share some of her current research findings.

Kathy J. Marshack, is a Licensed Psychologist and Family/Business Consultant, and the author of *Entrepreneurial Couples--Making it Work at Work and at Home*. A columnist for the Vancouver Business Journal, she has contributed numerous articles to newspapers and journals on topics relevant to families in business. Dr. Marshack will address some of the special challenges in the copreneur relationship from the perspective of how the marriage and family life affect the operations of the business.

Dorothy Perrin Moore, Distinguished Professor of Entrepreneurship at The Citadel, is the co-author of *Women Entrepreneurs--Moving Beyond the Glass Ceiling*. Her forthcoming book, to be published by Davies-Black, is *CAREERBLAZERS--Lessons from Leading Women Entrepreneurs on Building a Career Without Boundaries*. She interviewed more than 300 successful women entrepreneurs in the research for the study, many of whom are members of the Committee 200. Professor Moore will share her findings on some of the key transitions and milestones on the route to success.

Marjorie Alfus, former Kmart executive, entrepreneur, and lawyer, will deliver the Lawrence N. Field address on Friday afternoon. Marjorie Alfus, a self defined Maverick, "did it all" before the expression became fashionable. She was determined to have a family and career more than fifty years ago when she received her Master of Science Degree in biochemistry at the age of eighteen from Ohio State University. Following a stint as a fellow in Pediatrics at New York University's Bellevue Hospital, she moved to writing popular science articles, to an editorship at McGraw-Hill, and to producing science shows for local television. She then took up a career in local television producing women's daytime Fashion & Beauty Shows with both WNBC and WABC in New York.

In 1951, she quit TV to get married, and joined her husband in running his leather sportswear business. That led to her interest in creating a high fashion knitwear operation in Italy when apparel importing was in its infancy. Three years later, she went out on her own to enter the Italian knit apparel manufacturing, launching a

manufacturing and import business, Alberto Imports. Generally credited for introducing knitwear fashions made in Italy to major U.S. specialty retailers, by 1968 her \$5 million business consisted of four factories two boutiques in Rome capitalizing on the tourist trade.

In the 1960s, Marjorie attended night school and earned her law degree from New York University, an effort, she says, "to escape" the business life she promised her father she would never pursue. After graduating, she sold her business. Then, quite by chance, she attended a dinner with Arnold Bachner who made her a job offer, to which, "I of course replied, No Way." The rest is Kmart history. Starting in 1969, Marjorie served as general counsel and reporting head of Kmart's Foreign Department for twenty years. She then convinced the company to start its own in-house manufacturing division. As President of that wholly owned subsidiary, she traveled to every corner of the globe setting up plants and related businesses. The division would add more than \$5 billion to Kmart's operations.

Marjorie's family and work life attest to her strong family ethic. She has been active with American Friends of Hebrew University and was instrumental in establishing their Kmart Center for International Retailing and Marketing. She is a member of the Foreign Trade Committees of the American Import/Export Association and the National Retail Merchants Association and the Industry Sectoral Advisory Committee, a division of the International Trade Administration. A member of the American, New York State and New York Women's Bar Associations, she serves on the Board of Directors of Servico, Inc. Dr. Alfus's latest ventures include an internet startup, the Alfus Family Limited Partnerships and the Marjorie Alfus/Committee of 200 Fund at Harvard Business School.

Joe Kaplan, founder of Superior Bankcard and current President and CEO of Innovative Merchant Solutions is the USASBE/SBIDA-2000 Entrepreneur of the Year. Joe Kaplan is President and CEO of Innovative Merchant Solutions, a credit card service company he founded in October of 1999. With 33 offices and 750 employees and independent reps, Innovative Merchant Solutions' sales are already exceeding the industry's average. The new company is well on its way to repeat the success of Superior Bankcard Service – Joe's former company which he merged with Nova Information Systems and left in September of 1999 to "do it again."

Joe's entrepreneurial spirit was first sparked at a meat processing plant. Deciding at age 17 that he did not want to "clean the scraps" for the rest of his life, he developed a pricing guide that assigned a monetary value to every operation required to prepare a cut of meat. The data and insight that his guide provided ultimately led to significant process and pricing improvements – as well as his "summer job" of running related plant operations.

After a few post-college years in the meat business, Joe became restless and applied to law school. To allow for the flexibility needed to pursue his degree, he accepted a sales position with Card Service International where, within a short period of time, he wrote more business than any other sales person in the nation. Using the computers at CSI for his studies, Joe developed a business plan to restructure the company's sales force -- mainly as a break from his coursework. This plan ultimately netted CSI a 600% sales increase within 9 months of his implementation.

Desiring to implement the customer service philosophy he had developed along with his plans for the sales force, Joe left CSI and founded Superior Bankcard Service with Tim Jochner, a Vice President of a small community bank who did and does share Joe's philosophies. Together, they built Superior into the 8th largest Non-Bank Acquirer in the US in three years and received the prestigious Arthur Anderson Enterprise Award for Best Business Practices in Customer Satisfaction, the Ernst & Young Entrepreneur of the Year Award and the US Chamber of Commerce Blue Chip Enterprise Award.

Joe Kaplan holds bachelor of science from the University of California, Los Angeles. He also took graduate courses toward a law degree at the Whittier School of Law.

Paul D. Reynolds will deliver the Kauffman address on Saturday morning. Dr. Reynolds is Paul T. Babson Professor in Entrepreneurial Studies at the Arthur M. Blank Center for Entrepreneurship at Babson College, Visiting Professor of Entrepreneurship at the London Business School, Coleman Foundation Chair in Entrepreneurial Studies at Marquette University, and Adjunct Social Scientist at the Institute for Social Research at the University of Michigan. His research includes developing a long-term national study of the start-up process and exploring regional factors affecting firm births. He has been a visiting professor at Nanyang Technical Institute in Singapore and contributing professor at The European Institute of Business Administration (INSEAD) in France. He received the Coleman Foundation Award for the best general topic paper at the 1994 Babson College Kauffman Entrepreneurship Research Conference. Currently, Dr. Reynolds is

coordinator of the Entrepreneurial Research Consortium, a group of 29 research centers (6 outside the U.S.) pooling funds (approximately \$550,000) and expertise to implement this project, a representative sample of adults trying to start business in Fall 1996 with three 6-month follow-ups. Babson College serves as the host institution. He is also the U.S. Principal Investigator for OECD Cross-National Comparisons of High Growth Firms, a research program in development as funding sources are identified. This project will use harmonized procedures across twelve or more OECD member countries to establish the relative contribution of high growth firms and the distinctive complications confronted by such firms relevance for adjustments in public policy.