

Entrepreneurship Lecture Series

Indiana University South Bend's School of Business and Economics is proud to present the Entrepreneurship Lecture Series for fall 2009. This is the seventh year that the school has hosted these outstanding presentations on the many facets of entrepreneurship.

The 11 lectures showcase many of the area's premier business organizations and their chief executives.

The Entrepreneurship Lecture Series is once again generously sponsored by Lake City Bank. All lectures are Thursday evenings in Wiekamp Hall, Room 1001, beginning September 10 and continuing through November 19. Wiekamp Hall is located at the corner of Mishawaka Avenue and 20th Street on the IU South Bend campus.

Each speaker delves into an aspect of entrepreneurship. Topics include: strategies, feasibility, creating an organization, venture financing, and sustainable competitive advantage. See the Lecture Schedule for the list of speakers, topics, and dates.

This series is part of the School of Business and Economics's M.B.A. program and part of an undergraduate concentration in entrepreneurship.



INDIANA UNIVERSITY
SOUTH BEND

For more information contact:
Christine Pochert at cpochert@iusb.edu
or Mark Fox, Ph.D. at mfox1@iusb.edu



Supported by the Chamber of Commerce of St. Joseph County

Paper: Unisource Porcelain Ultra Silk 100# Cover
Note: Unisource is a Forest Stewardship Council (FSC) certified vendor
and supplies paper from renewable sources.

Entrepreneurship Lecture Series: Sustainable Wealth Creation



Thursdays, 7:00-8:30 p.m.
September 10 - November 19, 2009
Wiekamp Hall, Room 1001
[lectures are free and open to the public]



Indiana University South Bend • School of Business and Economics

Lecture Schedule [Each lecture is from 7-8:30 p.m. in Wiekamp Hall, Room 1001]

- 9.10 Mark Turner, President - South Bend Chocolate
"Wealth Creation Starts Here"
- 9.17 Staci Lugar Brettin, Associate Faculty - IU South Bend
"Determining if a Venture is Feasible"
- 9.24 Thomas Hiatt, Managing Partner - Centerfield Capital Partners
"Venture Capital in the Current Economy"
- 10.1 Derrick & Leslie Wesley, Business Partners - TDB Enterprises, LLC
"Reinventing Your Offering"
- 10.8 Herb Wilson, Owner - Trio's Restaurant & Jazz Club
"The Right Note"
- 10.15 Larry Davis, President - Daman Products
"Lean in a Mature Market"
- 10.22 Diane Stover, Vice President of Marketing & Innovation Strategy - Memorial Health System
"Wake Up and Smell the Innovation"
- 10.29 Rob Bartels Jr., President & CEO - Martin's Supermarkets
"The Greening of Retail Sales"
- 11.5 Sam Miller, Vice President of Strategy & Marketing - JFNew
"Sustainable Competitive Advantage - Creating a Compelling Value Proposition"
- 11.12 Jacquelyn S. Hilderbrandt, President - MPA Architects
"Wii™ Bought A Business"
- 11.19* Michael Kubacki, President, with Chris Craft, Senior Vice President - Lake City Bank
"Can I Get a Loan Now?"

*The IU South Bend Alumni Association will host a reception preceding the 11.19 lecture from 6:30-7 p.m.

Lecturers

The School of Business and Economics and Lake City Bank invite you to the Entrepreneurship Lecture Series. Business students and the public have the chance to learn from these impressive local business innovators.

The lectures will be held on Thursdays from 7-8:30 p.m. They will take place in Wiekamp Hall, Room 1001 and will run from Sept. 10 - Nov. 19, 2009. Please see the included schedule for information on each lecture.

Wealth Creation Starts Here



MARK A. TURNER is president of South Bend Chocolate Co., and vice president of Chicago Chocolate Co. He is a graduate of Clay High School and Eastern Illinois University, where he earned both bachelor's and master's degrees in European history.

He founded South Bend Chocolate in 1991 and the company was incorporated in 1994. Today, there are 20 company-owned stores and franchises in Indiana and Michigan.

The factory and chocolate museum on Sample Street occupies 63,000 square feet and produces 6,000 pounds of chocolate per day.

Turner opened the Chocolate Café in 1998 and expanded the service area in 2008.

Determining If A Venture Is Feasible

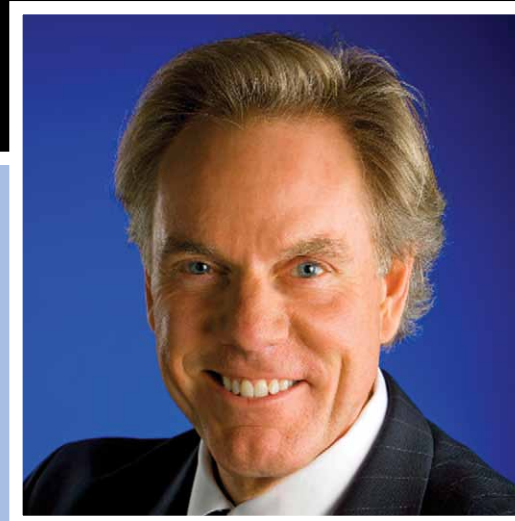


STACI LUGAR BRETTIN is in her final year of doctoral studies at Anderson University. Her doctoral research focus is market-driven innovation and new product development, and she recently assisted in the planning for the Anderson Flagship Enterprise Center's GROW conference for Indiana entrepreneurs featuring Lt. Gov. Becky Skillman.

Brettin is currently an associate faculty member in entrepreneurship at Indiana University South Bend. She previously served for three years as a business advisor and trainer for the South Bend Area Small Business Development Center and worked closely with regional start-up and small businesses, training and advising entrepreneurs to develop business feasibility studies, to create market and marketing strategies to achieve market sustainability, and to craft business plans.

She holds a bachelor's degree in international business from Ball State University and an M.B.A. from Bethel College. She received the Graduate of the Last Decade Award from Ball State in 2000.

Venture Capital In The Current Economy



THOMAS HIATT is the founding partner of Centerfield Capital Partners, one of the largest institutionally backed providers of private growth capital based in Indiana. Centerfield invests debt and equity in profitable, private companies, typically with revenue between \$15 and \$75 million. Hiatt has worked in private equity for more than 20 years, and during that time has served as a director of a number of private and publicly held companies in health care, manufacturing, information technology and business services.

Hiatt is vice chair and a member of the Board of Governors of the National Association of Small Business Investment Companies (NASBIC). He also serves as member of NASBIC's Executive and Nominating Committees, and as chair of SBIC Funding Corporation. He also serves on several boards including Lake City Financial Corp., and Lake City Bank.

He graduated from Wabash College. He also holds a master's degree from the Sloan School of Management of the Massachusetts Institute of Technology.

Reinventing Your Offering

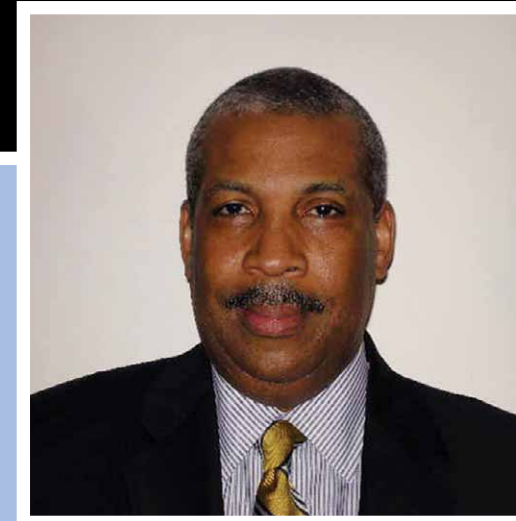


LESLIE ANN WATERS WESLEY AND DERRICK WESLEY are husband and wife and business partners in TDB Enterprises, LLC, a real estate investment corporation, which was established in 1998. The couple is also co-founders of a not-for-profit corporation called Citizens Committed to Save Our Youth. It was established in 2009.

Mrs. Wesley, is president and founder of Reposition, Inc., a not-for-profit corporation dedicated to helping others become economically stable through financial literacy. She has been teaching financial literacy for more than 10 years in the area. She is also a Realtor with Re/Max 1st and the owner of Creative Events Consulting, LLC. She is an IU graduate.

Mr. Wesley is an agent and owner of State Farm Insurance-Derrick Wesley Insurance Agency, Inc. He has been an insurance agent for more than 16 years. He graduated from Ball State University.

The Right Note



HERB WILSON is co-owner and general manager of Trio's Restaurant & Jazz Club in downtown South Bend. The establishment opened in November 2007. In addition to managing the restaurant, Wilson pursues his passion for music by leading and performing with Trio's house band.

Herb graduated with bachelor's and master's degrees in business administration from Indiana University.

He began his career as a computer programmer trainee with the Iowa State Highway Commission and retired in 2006 after 29 years of service from CitiGroup as senior vice president of systems development.

Lean In A Mature Market

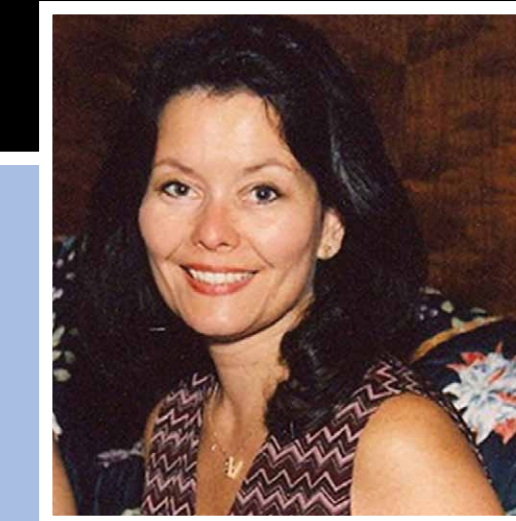


LARRY DAVIS is president of Daman Products Co., Inc. of Mishawaka. The company designs and manufactures hydraulic valve manifolds and related products.

He was a member of the leadership team that transformed the company in 1997 from traditional business models to an effective continuous improvement model that continues to thrive and evolve today.

Daman was awarded the Indiana Growth 100 Award in 1998, 1999 and 2004, and the St. Joseph County Small Business of the Year in 2003. Davis was Indiana's 2005 Small Business Person of the Year. He is a 1972 graduate of St. Joseph's High School and a graduate of IU South Bend.

Wake Up And Smell The Innovation



DIANE S. STOVER is vice president of marketing and innovation strategy for Memorial Health System. She coordinates all brand development, advertising, Web strategy, community events, public relations, call center, physician relations and publications. She also serves as the chief operating officer of the Memorial Venture Center where Memorial works with national companies on strategic alliances in the health care field. She also leads Memorial's innovation efforts including WOW! Projects and Experience Design consulting.

One of her key WOW projects at Memorial was the development and creation of the HealthWorks! Kids' Museum. Stover is a native of Philadelphia and a graduate of Temple University.

The Greening Of Retail Sales



ROB BARTELS is president and CEO of Martin's Super Markets, Inc. The first store opened in 1947 on Portage Avenue. Today, there are 20 stores in Indiana and Michigan with 3,400 employees.

He began as a bagger in 1981 and learned other service duties. During his college years, he worked in meat, produce, and night crew.

He graduated with a bachelor's degree in marketing from Indiana University. Following graduation, he worked at Macy's in Newark, N.J.

Bartels returned to the area in 1989 and worked for six years in various management positions with Martin's. In 1997, he was promoted to director of corporate development. In 1998, he was director of marketing, executive vice president in 1999, president and chief operating officer in 2001, and in 2005, he was named CEO.

Management has added services to many of the stores including pharmacies, pet supplies, deli-cafés and gas stations.

Sustainable Competitive Advantage - Creating A Compelling Value Proposition



SAM MILLER is vice president of strategy and marketing at JFNew, a natural resources consulting and restoration firm in Walkerton. Miller leads the company's research and development and sustainability efforts.

Sam has a master's degree in product development from Northwestern University, an M.B.A. from the University of Michigan, and a bachelor's in economics from the University of Illinois. He has more than 20 years of entrepreneurial experience that includes managing small businesses, licensing of patented technologies, and developing new products and services for companies in a variety of industries.

Sam teaches a graduate level business course titled "Sustainability and Innovation" at IU South Bend.

Wii™ Bought A Business



JACQUELYN HILDERBRANDT is president and treasurer of MPA Architects. She is licensed as an architect in four states - Indiana, Illinois, Michigan and Florida and has been part of MPA Architects for 22 years.

Hilderbrandt's primary responsibilities include marketing, human resources, project management, contract negotiation and quality control. As majority owner of the firm, she has obtained a Women Business Enterprise (WBE) certificate in the state of Indiana.

She has completed two bachelor's degrees from Andrews University; in engineering technology and in architecture.

Can I Get A Loan Now?



MICHAEL L. KUBACKI is chairman, president and chief executive officer of Lake City Bank and its holding company, Lakeland Financial Corp. Lake City Bank is a \$2.4 billion bank with headquarters in Warsaw, Ind., and with offices throughout northern Indiana.

Kubacki joined the company in 1998 after a 25-year career with Northern Trust Corp. He grew up in Pierceton, Ind., and graduated with a degree in business from Indiana University and a M.B.A. from the University of Chicago.

He is a director of the Federal Reserve Bank of Chicago and chairs its audit committee. Kubacki is a past chairman of the Indiana Chamber of Commerce and is currently chairman of the Northeast Indiana Corporate Council.

Lake City Bank was named as one the Best Places to Work in Indiana in 2007. In addition, Kubacki was cited by the Greater Fort Wayne Business Weekly as its Best Value CEO for 2008.