



the KERN FAMILY FOUNDATION

**keen**  
Kern Entrepreneurship Education Network

# THE HOWL



## Introducing The Howl: A Quarterly Newsletter

KEEN program staff members Tim Kriewall, Kristen Mekemson and Karen “KC” Cartwright feel that with the frequency of activities that occur within the KEEN network, waiting to disseminate information at our two annual meetings is insufficient. The listserv is useful and will continue to be used, but a newsletter will enable us to share information more frequently and formally. It is our pleasure to present the inaugural issue of the KEEN newsletter: Volume 1, Issue 1. You might want to save this one. It could be worth millions as a collector item in 2035!

In addition to news, we anticipate spotlighting one KEEN campus per issue. Tim and Kristen have the privilege of visiting KEEN campuses at least once a year and are able to see first-hand the strengths of each campus and their impact on students. The view from inside is significantly richer than one can glean from a semi-annual progress report or even a 20-minute presentation at a KEEN meeting. Thus, Foundation staff are attempting to impart some highlights of recent campus visits. Please let us know if and how these are useful to you.

We seek your feedback, too. Please share how we can improve the newsletter.

## Save the Date—2010 Fall Conference

Please “save the date” for the 2010 Fall KEEN Conference in Milwaukee on **Friday, October 8<sup>th</sup> – Saturday, October 9<sup>th</sup>**. We will be staying at the [InterContinental Hotel](#), the same location as last year. The program times will be similar (all day Friday, part of Saturday). More details will come by this summer. Registration will open in August. Mark your calendar!

**Optional Session #1:** Cindy Fry and Greg Leman of Baylor University will be leading a half-day workshop on the **afternoon of Saturday, October 9<sup>th</sup>**. The session, “Supercoach Entrepreneurial Training Workshop,” will give participants a brief history of the program, an overview of the training, and examples of its deployment at Baylor. The workshop is typically given to venture teams so they can gain insights into the tools that have proven efficient and effective for transforming technical and market “data” into a compelling story, and form the understanding needed to actually make the business work. This offering will be a briefer version than the typical 4-day format. Sign-up will take place through the online conference registration.

**Volume 1,  
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**February 2010**

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**Dr. Tim Kriewall presenting at the Winter Conference.**

**Attendee quote, "Flight to Florida \$295, Dinner with friends \$44.50, Extra time to network... PRICELESS."**



**Tina Seelig, Ph.D.**

## Save the Date—2010 Fall Conference (cont.)

**Optional Session #2:** The Kern Family Foundation's K-12 STEM program will be hosting a half-day meeting on **Thursday, October 7th** to explore the connection between KEEN and Project Lead the Way programs, particularly its Engineering Design and Development capstone course. For interested participants, the Foundation will cover associated travel and lodging costs. More details will be available in August when registration opens. In the meantime, Foundation staff will call on PIs individually to discuss this topic.

## Winter KEEN Conference Recap

Over January 6-8, 2010, the Kern Family Foundation hosted KEEN's annual winter conference in Lake Buena Vista, Florida. The purpose of the meeting was to share and discuss the Kerns' vision to instill the entrepreneurial mindset into undergraduate engineers and to build a critical mass of faculty and administrators on KEEN campuses who will engage in this work.

The main presenter, Tina Seelig, Executive Director of the Stanford Technology Venture Program, facilitated sessions that exemplified the meeting theme: "Being Entrepreneurial in Our Approach."

Based on participant feedback the key takeaways were: 1) the network is a powerful tool for the design of campus programs; 2) entrepreneurial concepts can be brought into every course using Tina Seelig's methods as well as KEEN-developed modules, case studies, etc.; and 3) entrepreneurial engineering education is absolutely central to KEEN institutions' strategic visions.

We had record attendance this year: 127 participants, including 109 KEEN campus representatives, 5 advisors, 1 presenter, and 12 Foundation staff members. The Kern Family Foundation staff is grateful to all participants!



*2010 Winter KEEN Conference photos provided by Debra Blessing*

## Regional Meeting Guidelines

KEEN hosts two annual network-wide meetings, the first in January for administrators, staff, and faculty who can influence KEEN and the second in October for Kern Fellows. Based on feedback from network members, we have learned that the best meetings involve Wolf Pack members learning from and interacting with one another. Therefore, we expect these meetings will continue to be highly interactive with fewer experts suggesting ways in which things can be done and more Kern Fellows sharing their work in collaborative sessions.

However, hearing experts in a specialty has merit. For example, when Curt Carlson, President of SRI International, spoke at the 2008 Winter KEEN conference, we received almost unanimous feedback that what he presented was very worthwhile. To allow more frequent meetings for interchange and for outside speakers, we created the concept of regional meetings. Initially, these meetings were intended for campuses within geographic regions, which would presumably have common interests and more convenient travel for a greater number of campus representatives. Our goal is always to broaden the base of support for KEEN on our campuses, (*i.e.*, recruit more and more faculty, staff and administration to support the KEEN mission.)

Thus far, regional meetings seem to include the already committed. To broaden the base of support on campus, we encourage you to focus on a specific subject that is worth fleshing out more for the sake of our students. In fact, involving students in these meetings could serve an unmet need highlighted at two of our Winter KEEN meetings. Meetings topics could include: 1) project management that meet timelines and project milestones, 2) getting the most out of [www.keennetwork.com](http://www.keennetwork.com), 3) assessment, 4) technology entrepreneurship, etc.

While the list of potential topics is almost endless, the Foundation has a certain amount of funds allocated for these meetings each year. Once they are committed for the year, additional meetings will need to be postponed to a subsequent budget year. Therefore, if you have a desire to lead a regional meeting, please plan ahead and follow these steps:

- Contact Tim to explain your idea, how it would strengthen the network, and a rough estimate of your budget;
- With his approval, solicit your Wolf Pack members to measure interest – you will need to have representation from at least five different universities and ten different people outside your own university;
- Propose several dates so we do not create interference with other planned regional meetings, KEEN meetings and other major events; and
- Submit a detailed plan for approval with intended outcomes.

Please interpret the word regional broadly. While the preponderance of interest may come from nearby KEEN schools, we wish to have anyone who wishes to participate.

**Check out  
KEEN's web  
collaboration  
tool at  
[www.keennetwork.com](http://www.keennetwork.com)**

**Questions on  
Regional  
Meetings?**

**Call Tim at the  
Foundation at  
(262) 968-6838.**



**Ramachandran Radharaman, Ph.D.**

**Mercer's long-term vision is to establish a Center for Engineering Entrepreneurship Education and to provide all engineering students with an entrepreneurial mindset to prepare them as global leaders.**



**Ha Van Vo, MD, Ph.D., DPM**

## Spotlight on Mercer University

“Thank you for giving me my life back.” A Vietnamese patient expressed her gratitude to the Mercer engineering students that designed and fit a prosthetic leg for her last summer. To them, she is a real customer with real needs. She is one of millions in Vietnam that has lost a limb from land mines and could not afford prosthesis. As part of Mercer on Mission (MOM), a program that combines service learning with studying abroad, these students used their passion and talents to change her life and others.

Led by Drs. Ramachandran Radharaman (Radha) and Ha Van Vo, MOM is positioned to grow its prosthetic program. Radha’s deep experience in industrial engineering and global manufacturing processes and Vo’s passion for his native country and degrees in medicine and engineering are a powerful combination. They have a special opportunity to serve an emerging market and to do so with their students. In the words of Dr. Wade Shaw, Dean of Engineering at Mercer, “the prosthetic program represents the point of a campus-wide movement to develop products for developing markets throughout the world.” Characterized as a bottom-of-the-pyramid market, like others in developing countries, it has low margins and an enormous number of potential customers.

Not surprisingly, these same faculty members and students created the Mercer Entrepreneurship Engineering Education Program (MEEEP). While MOM is not an official part of MEEEP, it has been a critical launch pad for it, allowing the campus to expand the entrepreneurship program by offering elective courses to an eager student group. In fact, before Mercer received its initial KEEN grant in 2007 to start MEEEP, there were no programs in entrepreneurial engineering and only one entrepreneurship course offered by the School of Business. MOM has acted as a conduit embodying components of the entrepreneurial mindset such as introducing students to the commercialization process and encouraging them to focus on customer benefits rather than product features.

Mercer’s long-term vision is to establish a Center for Engineering Entrepreneurship Education and to provide *all* engineering students with an entrepreneurial mindset to prepare them as global leaders. Thus, with KEEN funding they have developed entrepreneurship modules for their required first-year freshman design course as well as modules for sophomore, junior, and senior level courses. They created two technical electives, Engineering Innovation and Creativity, and Entrepreneurship in Engineering Design, which students can pair with three other courses to complete a Certificate of Achievement in Engineering Entrepreneurship. Since 2008, Mercer has reached 440 students through these courses and modules. Five students are enrolled in the certificate program and one has graduated in it.

*Continued on next page*

## Spotlight on Mercer University (cont.)

Beyond the curriculum, the Mercer KEEN team has generated excitement at the grass roots level by creating the Mercer Entrepreneurship Club whose focus has been project fund-raising through a dinner event and launching t-shirts. Membership in the club has grown from 45 students in 2008 to 60 students in 2009. Their events have attracted campus-wide participation in the range of 290 to 380 people. KEEN funding has also allowed MEEEP to host a business plan competition and invite guest speakers to campus.

Mercer continues to expand its KEEN program by involving administrators, engaging more faculty and students, and considering how a local employer, Warner Robins Air Force Base, might play a role in promoting the entrepreneurial attributes related to societal values and personal character.

Recently, Tim Kriewall visited the campus and came away with the sense that there is growing interest in and energy around the engineering entrepreneurial initiative. It is his hope that increased involvement at Mercer will leverage the work being done by Radha and Vo so that they are not only helping their students change people's lives in Vietnam, but will be giving even more students an opportunity to change the course of their own lives by embracing and practicing the entrepreneurial mindset.

## Living the Mission

### **Kern Family Foundation Mission:**

The Kern Family Foundation seeks to enrich the lives of others by promoting strong pastoral leadership, educational excellence and high quality, innovative engineering talent.

### **Kern Entrepreneurship Education Network Mission:**

To graduate engineers equipped with an entrepreneurial mindset who will contribute to business success and in so doing transform the U.S. workforce.

### **KEEN Advisory Board Contact Information:**

- Mac Banks, Worcester Polytechnic Institute, macb@wpi.edu
- Robert Hisrich, Thunderbird School of Global Management,  
Robert.Hisrich@thunderbird.edu
- Liz Kisenwether, Penn State University, exk13@psu.edu
- Rich Nazarian, Minnetronix, Inc., ranazarian@minnetronix.com
- David Pistrui, Acumen Dynamics, dpistrui@acumendynamics.com

### **Contact Us:**

Tim Kriewall,  
Program Director

[tkriewall@kffdn.org](mailto:tkriewall@kffdn.org)

Kristen Mekemson,  
Research Associate

[kmekemson@kffdn.org](mailto:kmekemson@kffdn.org)

Karen KC Cartwright,  
Event Planner/Admin

[kcartwright@kffdn.org](mailto:kcartwright@kffdn.org)



Kern Family Foundation  
W305 S4239 Brookhill Road  
Waukesha, WI 53189

Phone (262) 968-6838  
Fax (262) 968-9424

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[WWW.KFFDN.ORG](http://WWW.KFFDN.ORG)

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*Foundation President Jim Rahn presenting the Outstanding Faculty Member and Network Contributor Award to Jonathan Weaver.*

## Spring 2010 Campus Visit Schedule

### February

26 Visit to Santa Clara University

### March

2 Visit to Bradley University

9 Visit to Worcester Polytechnic Institute

10 Visit to Norwich University

11 Visit to Boston University

15 Visit to Baylor University

### April

8 Visit to University of Dayton

16 Visit to University of Evansville

*Foundation sponsored event receptions will be held on Thursday, March 25th at NCIIA and Tuesday, June 22nd at ASEE. More information to follow via KEEN listserv.*

## 2009 Wolf Pack Award Recipients

The Kern Family Foundation is delighted to highlight the inaugural KEEN Wolf Pack Award Recipients:

- *2009 Outstanding Faculty Member and Network Contributor* was presented to **Jonathan Weaver** in recognition of the contributions he has made at University of Detroit Mercy and to the KEEN network
- *2009 Best in Class* was presented to **Kettering University** in recognition of the institution as a role model and of the contributions made to the KEEN network
- *2009 Most Improved* was presented to **Ohio Northern University** in recognition of the institution as demonstrating the greatest change to align with KEEN goals
- *2009 Friend of KEEN* was presented to **Elizabeth Davis** in recognition of her efforts to promote KEEN and the entrepreneurial engineering mindset within Baylor University

Congratulations to all. Best wishes for continued success!