

Marketing Workshops for Local Small Businesses

By Mark Harris

HYDE PARK AND SURROUNDING area small businesses took part in two community workshops in April, designed to help them explore marketing strategies and network with other local entrepreneurs. As part of the Office of



Area small businesses listen to a panel of local entrepreneurs discuss marketing strategies in the community at the April 2 workshop.

Business Diversity's South Side Business Development Initiative, the Polsky Center partnered together with the University of Chicago Law School's Institute for Justice Clinic on Entrepreneurship to support these workshops, which addressed how to identify and reach target customers.

On April 2, marketing professor Oleg Urminsky spoke about how to conduct market research, followed by a panel of local business owners, who discussed their own marketing efforts in the community. On April 23, Bob Kakoliris, '07, cofounder and CEO of AdRefinery, an online advertising company, gave a presentation on internet marketing, and an expert panel of entrepreneurs provided insight on additional marketing strategies.

"Hearing practical advice and experience from small business owners was very helpful," said workshop participant Faye Edwards from Faié African Art in Bronzeville. "Professor Urminsky's market research was useful and the panelists were very clear in recounting the processes they have been through."

The Office of Business Diversity works to create opportunities for minority- and women-owned firms to compete for business in the University of Chicago's goods and services supply chain, new construction, and renovation projects. The South Side Business Development Initiative, which includes support from the Polsky Center's Hamer Small Business Initiative, works to build and develop the capacity of South Side businesses and forge new partnerships. For more information contact Nadia Quarles, Director of Business Diversity, at nquarles@uchicago.edu

Polsky Center Takes a Bite Out of the Big Apple

STEVEN N. KAPLAN, Neubauer Family Professor of entrepreneurship and finance, and Starr Marcello, senior associate director of the Polsky Center, travelled to Manhattan on April 30 to greet more than 115 New York-based alumni. In collaboration with Chicago GSB's alumni affairs office, the event included a presentation from Kaplan, who discussed his current research on the private equity industry plus a networking reception and the latest news from the Polsky Center.

In addition, members of the Chicago Private Equity Network (CPEN), the University of Chicago's alumni group for individuals working in the venture capital and private equity industries, hosted a reception during the evening to discuss the current economy's impact on the private equity industry.

USC Pacific Rim Summit

THE POLSKY CENTER has signed on as a partner for the first-ever Pacific Rim Entrepreneur Summit, which will take place October 23–25, 2008 at the Grand Hyatt in Shanghai. Led by the Lloyd Greif Center for Entrepreneurial Studies at the USC Marshall School of Business, the Summit will be a high-level gathering of entrepreneurs to build new networks and connect with those seeking exciting business opportunities in the region over the next quarter century. The event will include two days of interactive seminars, and key networking and social events. The Polsky Center will provide ten \$500 awards toward registration. If you are interested in attending or sponsoring, please contact Mark Harris at mark.harris@ChicagoGSB.edu. For more information visit pacrimentrepreneursummit.com.