



WINNERS OF THE 25th CECIL BOATRIGHT BUSINESS PLAN COMPETITION ANNOUNCED

CINCINNATI, O.-- SCORE-- "Counselors to America's Small Business"—today announced the winners of the 2009 Cecil G. Boatright Business Plan Competition at the University of Cincinnati's Center for Entrepreneurship Education and Research (E-Center).

First place:

- Graduate winners: Burnet Woods Strategic Road Map by **Tobin Gardner, Kristin Schaub and Akshay Sethi**
- Undergraduate winners: A plan for Cincinnati Symphony Orchestra by **Dan Cremons, Greg Lutz, and Megan McElroy**

Second place:

- Graduate winners: A plan for Reality Plus clothing Company by **Linda Ahting, Jared Aldridge, Carol Prues, LaTisha Salaam, Tapan Shah and Gang Sun**
- Undergraduate winners: A plan for Cincinnati Museum Center Union Terminal by **Erik Huber, Brian Maisch, Bob Roberto and Dustin Ewald.**

Each year, the E-Center, in conjunction with SCORE, holds an internal best field case event, The Cecil Boatright Business Plan Competition. It is funded in part, by the SCORE Foundation and is named for the late Cecil G. Boatright, a former manager of the U.S. Small Business Administration Cincinnati Branch. UC faculty advisors for the program are Charles H. Matthews, Ph.D. and Tom Dalziel, Ph.D..

The competition itself involves UC graduate-level and senior undergraduate-level student teams working closely over a 10-week period to develop comprehensive business plans for local area businesses and organizations. During the consulting phase, students record a history of the firm, identify goals and objectives and discuss strategies to achieve these goals. Past projects have included assistance with industry and competitive analysis, preparing business plans, developing marketing strategies, and training employees.

Each team submits a case report. They are reviewed and judged by SCORE members to determine the competition winners. Commenting on this year's competition, SCORE judging committee Chairman Richard Johnston said, "I was impressed by the quality of work done by the all of the students. They displayed creativity, strength and innovation, giving me great confidence in who will be leading businesses in the future."

The Cecil G. Boatright Competition is a part of the intense small business/entrepreneurship curriculum and the Small Business Institute® field case consulting program. The competition was established to enhance the students' learning of the fundamental knowledge and skills required for strategic thinking and decision-making. It is also an important piece of the E-Center's mission to provide "practical hands-on advice and counsel to small, entrepreneurial, and family business ventures. UC's College of Business and SCORE have partnered in the program since its inception 25 years ago. Through the years, 500+ ventures have participated in the field case studies involving over 2,000 students in real world business experiences.

Commenting on the competition, Charles Matthews, Ph.D., executive director of the E-Center said: "For a quarter of a century now, this competition has recognized students who to step up to the plate and develop plans to address real world business challenges. This gives them a unique opportunity for hands on experience in what it takes to succeed in business today."

Over the years the UC program has an outstanding record of achievement in its case study program. Winners of the Boatright/SCORE award have gone on to place in the national Small Business Institute® Case of the Year competition. A winner in the undergraduate category—a plan for GRADERAID by M D Anderson and Ashley Burkert placed second in 2008. In the past nine years, UC has won four national championships, second place and two third place finishes, along with an honorable mention.

About the E-Center:

The Center for Entrepreneurship Education and Research is part of the University of Cincinnati's College of Business. Founded in 1997, the E-Center's vision and mission is to provide a state-of-the-art entrepreneurship curriculum and research base not only for potential student entrepreneurs and scholars, but also for people in the many organizations that interact with small, entrepreneurial and family owned businesses on a daily basis. The E-Center seeks collaborative efforts between students and faculty from across the University to remove barriers and create gateways for those who seek the entrepreneurial path. Under the leadership of the Center's Founder/Director, Dr. Charles H. Matthews, the University of Cincinnati was ranked as one of the top 50 programs for Entrepreneurship in the U.S. in 2001 (*Success Magazine*) and one of top regional programs in the U.S. (*Entrepreneur Magazine*) in 2003, 2004, and 2005,

and was ranked 21st in the nation in undergraduate entrepreneurship by *Princeton Review* in 2008.

About SCORE:

SCORE-- "Counselors to America's Small Business"-- is a nonprofit association dedicated to entrepreneur education and the formation, growth and success of small business nationwide. Founded in 1964, SCORE is a resource partner with the U.S. Small Business Administration (SBA). Both working and retired executives and business owners donate time and expertise as business counselors.

Greater Cincinnati has an active chapter, known as "SCORE Chapter 34" which covers Southwest Ohio, Northern Kentucky, and Southeast Indiana. Its approximately 70 volunteer members provided 3,414 services through counseling and workshops last year--an increase of 25 percent from the year before, and a record year for the chapter. Chapter 34 was the national SCORE chapter of the year in 2005 and was the 2006 runner-up. The chapter also received the 2006 top regional recruiting award.

Please contact any of the following if you have questions:

SCORE office: 513.684.2812

www.scoreworks.org

Tom Moon, Chair, SCORE Chapter 34

513.793.9134

Bill@scoreworks.org

Linda Ulrey

513.232.4314

myerlu@fuse.net

University of Cincinnati, E-Center:

513.556.7133

<http://www.ecenter.uc.edu/>

(Photo of the 2009 Cecil G. Boatright Business Plan Competition winners, left to right, starting in back row and going around: Dr. Tom Dalziel, faculty adviser; Dan Cremons, Megan McElroy, Greg Lutz, Jared Aldridge, Linda Ahting, Tapan Shah, Gang Sun, Carol Prues, Bob Roberto, Dr. Charles Matthews, faculty adviser; Tobin Gardner, Kristin Schaub, Brain Maisch, Dustin Ewald)