E. Kelly Fitzsimmons: Serial Entrepreneur

“Live your life on autopilot — it’s a sure-fire way to fail at life”. E. Kelly Fitzsimmons, co-founder and CEO of Comic Wonder and HarQen, gave us that bit of advice, among many others, during her presentation on being a “serial entrepreneur”. For those of you who attended, I hope that you took at least one of the many life lessons that Kelly shared to heart. I know I did.

I met E. Kelly Fitzsimmons at the Starbucks on Wisconsin Avenue about an hour before her presentation on being a “serial entrepreneur” began. We got to know another, and in the process the interview began before either of us realized.

We discussed the balance between work and life, an extremely sensitive and trying issue for many women. Kelly said that honestly, it’s complicated. There is no great time to have babies, but you should first gain some traction with your company...wait, but don’t wait too long. It’s all about maturity — everyone needs time to turn into a responsible human being. Guys, you’re not excluded from the decisions that Kelly and other entrepreneurs have to make. Being an entrepreneur means that you have a board, employees, vendors, customers, and family all simultaneously pulling on you. That 80 hour work week that you can put in just isn’t going to happen with small kids. Kelly and her husband should know, as they have a three year-old and a two-year old. So for all of us out there who will most likely be getting married and/or starting families in the next five years, note the following. First, make home “home”. If you believe that success in the business world is defined as always being in touch via your Blackberry®, think again. Businesses go out of business because of quality, not quantity. Second, relationships are all about negotiating and renegotiating. Compromise and communication are crucial, in both your personal lives and professional lives. Third, working with your spouse isn’t for everyone. It takes a special couple, but it can be the best possible dynamic. Kelly and her husband began working together toward the middle of their careers, after they’d had eight years of experience with other partners.

We then began to discuss any changes she wishes she had made in her life and what, if any, were her biggest regrets. Kelly said that she didn’t have any regrets yet, not even the “big blow up” where she was responsible for quite a large sum of personal debt. She’s done exactly what she has wanted to do, except for studying abroad. Note: Kelly was an undergraduate at the University of Rochester, graduating Magna Cum-Laude and Phi Beta Kappa, and earned...
her MBA at Harvard University.

It was her acceptance to Harvard that caused her to change her plans of studying in Germany – she thought it was a clerical error. She decided to show up even though she thought it was a mistake because then they wouldn’t send her away. As far as making dumb decisions, which many of us do, Kelly said something during our interview that really made an impact:

“Sometimes the dumbest decisions are the best just because of luck. You just try really hard so that you’ll have no regrets. Karma – it really will all come back to you”.

Kelly presented us with “the good, the bad, and the ugly” of being a serial entrepreneur. She opened it up to the crowd for topics and taught us a few lessons along the way. Her advice, what she calls self-therapy because it’s really just us talking to ourselves out loud with others around, came in many forms.

If nothing else, figure out what drives you. What words or phrases are you terrified of hearing? Do yourself a favor – figure out your own hidden declaration. I’ll give you a hint: You’ll feel it in your heart when those words/phrases are verbalized. “You cannot lead others until you know what’s driving you”.

“Figure out what you’re afraid of. It’s not that scary once you get there, and it’s very, very common. It is what binds us all together. It is humanity. You are all afraid of something. And if you don’t know what that boogeyman is, it will bite you”. We’re all facing demons of various forms; why not alleviate the situation as best you can? If you need help, let your friends know – and if your friends come to you, be there for them. Building that safety net of relationships will save you. Perhaps Kelly put it best: “If you make stupid mistakes, you should at least be able to tell yourself that you’re a good person”.

Kelly then gave us the recipe for failure – four simple ingredients:

1. Lack of research. No one does their homework. They don’t know the market, who their customers are, and the reasons they buy.

2. Undercapitalization. You can’t just have revenue coming in, you have to have cash.

3. You as the leader of an enterprise. You are ultimately the cause of life or death.

4. Ego – as the Oracle at Delphi said, “know thyself”. You need to know what fuels you/your energy source. Are you fueled by passion or fear? 99.9% of us drive on fear. We gain wisdom by knowing ourselves and knowing what scares us – knowing our hidden declaration. The universal fear that binds us all together is abandonment.

So when you venture out into the world, whether that happens in December, May, or in a few years – heed Kelly’s advice. She’s already been there, already faced the same demons you will inevitably be facing. Take her advice to heart, and realize that your success depends on you. What drives you, what you’re afraid of, what you want to make of yourself – all factor into success or failure.

~ Julia K. Smith
## Sage Advice from a Social Entrepreneur

Preface: Jane Leu, founder of Upwardly Global and Marquette’s first Entrepreneur in Residence, sat down with me to talk about social entrepreneurship, technology, and business leadership. Below is my interview. Jane’s responses are paraphrased.

C: What is it like being back on a college campus, living in student housing?
J: I’m staying over in Campus Town East. It’s a really nice room. It has a kitchen area with a stove and full refrigerator. I never had that when I was in college.

C: Can you tell me a little about Upwardly Global and what you currently do with the company?
J: Upwardly Global is a nonprofit organization that matches immigrants with positions in companies that meet their full qualifications. I noticed that many immigrants were taking positions such as driving cabs or working in factories—jobs which they were well over-qualified for. Upwardly Global addresses this issue by bringing qualified immigrant workers together with professional employers. I founded Upwardly Global and was the Executive Director for several years. I stepped down as Executive Director when we needed someone to oversee the development of our new offices across the country. Now I am a board member for the organization.

C: What is your vision for the future of Upwardly Global?
J: We are building a large network of job seekers and potential employers. It is very possible that this could include more online social networks in the future, but we are committed to remaining high touch. We hope to find a better way to utilize the power of the people and technology has potential to be a way to do this.

C: Is high-touch the antithesis of high-tech or can the two concepts work together?
J: Social media seems to be a platform that weaves high touch with high tech, especially in the emergence of online video. However, nothing is as effective or meaningful as face-to-face communication. I think technology will continue to become more and more high touch over the next few years.

C: How did your upbringing impact your development into a social entrepreneur?
J: I grew up on a farm in Ohio, so I learned the value of a strong work ethic at an early age. I also grew up in a highly creative environment as my parents were the ultimate do-it-yourself repair people.

I loved to read, but my parents didn’t see reading as a productive use of my time, so I wasn’t able to read as much as I wanted. I still wish I could have done more reading as a child.

But my parents were also very practical. One of my assignments in school was to build a replica of Monticello, but my father wouldn’t let me make anything unless it was useful, so we built a Monticello birdhouse. They still have it today. The biggest thing I learned in my childhood is if you are going to create something, only create it if it is useful—this kind of creative problem solving creates long-term solutions instead of short-term fixes.

~ Chris Jeske
The Smartphone War

Sitting at the start of class yesterday, I remembered something I had forgotten to do. I was supposed to have sent someone working on a website for me a link to a specific technology I needed them to use, but forgot to do it. Not good. Their options were then to either sit around and not do anything, or pick the wrong tool for the job and run the risk of having to do it over - at my expense because I did not provide them the information they needed. Luckily, I had my Apple iPhone with me and was able to perform a search for the code library I needed in mobile Safari, copy the long URL into an e-mail using the copy and paste command, and send it off to the developer all from my desk - without a laptop. Scenarios like this are now fairly common due to the ubiquity of extremely powerful but compact smart phones such as the iPhone and the new Motorola Droid 2.

Most people have probably seen Motorola's television commercials with the "iDon't" tagline, listing all of the features the Motorola Droid has that the iPhone does not. Up until recently, I was of the opinion that you could pry my iPhone out of my cold dead hands, but until then I was not even looking at anything else. However, with the introduction of the Droid, it appears the iPhone might have some competition which deserves some serious evaluation.

Aesthetics:
While obviously purely subjective, I would imagine in terms of pure visual appeal most will agree that the Droid lags a bit behind the iPhone. Its relatively hard-edged design is not as sleek as the iPhone, and it does not slide in and out of your pocket as easily as its Apple-designed nemesis. The Droid is extremely close to the Blackberry and the iPhone at 2.4 x 4.6 x .5 in.

Input/Output:
The Droid does however pack a lot of hardware functionality into a small package, including a sliding QWERTY keyboard for those that simply cannot get used to typing on a screen, a powerful speaker phone that was noticeably louder than the iPhone, and dedicated volume control, camera, back, search, menu, power/lock, and home buttons. There is also a virtual keyboard with haptic feedback that provides some tactile response when typing on the screen. While the iPhone does click when you press a virtual key, the Droid's haptic feedback does a much better job of simulating an actual tactile feeling while typing.

Screen:
At 3.7" and 480 x 854 pixels, the Droid's 16:9 widescreen display is both larger, brighter, and higher resolution than that of the 3.5" 480 x 320 pixel iPhone. It is very easy to see even in extremely sunny conditions, and now includes a "tap to zoom" feature similar to the iPhone's for browsing the web. Where the Droid does fall behind the iPhone in terms of the screen is the lack of Apple's multi-touch technology. As an iPhone user, not being able to pinch to zoom in or out while browsing the web or photos was extremely frustrating. I never realized how much I used that feature in the every-day operation of the iPhone until I used the Droid without it. The Droid is certainly still extremely usable, but for existing iPhone users it is something to keep in mind.

Camera:
The Droid camera is 5.0 megapixels, and includes an LED flash. While in terms of megapixels and flash the camera is better than the 3.2 megapixel iPhone, the Droid seemed to take a really long time to actually take the picture. In many situations that might not be a huge deal, but if you are trying to capture anything moving it will prove to be a challenge, as you will need to anticipate where the subject will be a few seconds after you actually press the shutter button. The flash gave subjects a blue-ish hue that users of a Blackberry Curve would be familiar with. It is good primarily for very low light situations where you otherwise would not be able to take a picture at all, but does not add much otherwise. I did not get a chance to view the pictures on the computer, but when the subject was stationary the pictures looked great on the phone's large display. Shooting video on the droid was much better than static images, with a maximum resolution of 720x480, the Droid was able to capture great video.

Call Quality:
I could not tell a large difference in call quality between the Droid and the iPhone. However, I was able to make a call on the first try and have a 5 minute conversation without dropping the call. Unfortunately that is something I have not
iPhone vs. Droid (cont.)

been able to do lately on the iPhone. The Droid is available in the US on Verizon Wireless, which seems to have much better coverage in many places than AT&T. Making and keeping calls without dropping them seems to be something the Droid does much better than the iPhone, at least in the Metro Milwaukee area.

Operating System:
The Droid runs Google’s Android operating system, which if you are like me and use a number of Google services such as Gmail, Google Calendar, Google Reader, and Google Talk, is really cool. The Droid is very good at seamlessly integrating information from Google as well as Facebook and other social media sources into the phone experience. After entering your Google account information, the Droid automatically pulls in your Google contacts, even using your friends photos from Google or Facebook in the phonebook. You can see your friends’ Google Talk status from the phonebook as well, and initiate a chat as easily as a phone call. The Gmail and Google calendar applications are also very well done, and allow for more flexibility and use of Google features such as tagging than the iPhone’s mail application and iCal. As a heavy Google user, the iPhone integration of Google services has always been a bit lacking, and the Droid is a clear winner in this area.

Apps:
As I mentioned, the Droid comes standard with a number of Google Apps, but the one that really stands out is the Google Maps with Navigation app. This app will basically replace your normal GPS in your car by having all of the features you are used to, plus other really cool new ones. The Google Maps app allows you to search for locations verbally, using search terms as you would just using the Google Search engine. You can say “Find a place to get pizza in Milwaukee” and using Google’s database of Points of Interest, it will find the local pizza places for you. You can then navigate with turn-by-turn directions, and even see actual photos of the streets you are on with integrated Google Street View. Google Maps also includes real-time traffic data, so you can see what traffic looks like on the road ahead, all for free with no separate subscription required.

Other applications are available via the Android market, but at the moment there are not nearly as many applications available as on the iPhone using the App Store. Due to the open-source nature of the Android OS, application developers are free to make almost anything they want without intervention of Google, unlike Apple and the App Store. However, this also means that because there is no real review of the applications, the iPhone apps seemed to be of a higher quality.

Media Purchasing:
The Droid uses Amazon’s MP3 store for music purchasing, which is nice because unlike songs purchased on the iPhone from iTunes, the purchased tracks are DRM free, allowing you to play the music on any device rather than just the Droid. I stopped purchasing music from iTunes for this reason a long time ago, and have found the selection on Amazon to be comparable to iTunes, so I am a big fan of this feature. The area where the Droid’s media selection falls behind is video, but I would imagine as the number of video-capable mobile devices running the Google Android OS increases, Amazon will add to the selection in the future.

Overall, the Motorola Droid seems to be a great phone, with some really useful features. Is it better than an iPhone? It all depends. If you frequently use a lot of Google applications and value a open, relatively unregulated OS with the flexibility to do almost anything with the right technical knowledge, the Droid may be for you. If you want a really great user experience when it comes to playing music and video, buying apps and browsing the web, the iPhone may be your best bet. Since Apple locks down the iPhone OS, it is not as flexible, but they do make sure that users get a great experience when it comes to the core functionality of the phone. In the end which is the best phone for you depends on what features you most value, and how you plan to use the phone.

~ Lukas Sparks

Food Drive Announcement:

ITSO members, 'tis the season to give, so let's do our part by collecting food items for the food drive going on in the college of business. Bring in your non-perishable food items to Dr. Ow's office starting tomorrow. We will collect the items there and then make one (or more) large donation from ITSO as a whole. Let's see how much we can collect!

~ Allison Free

Not sure what to donate?
Here's what we're looking for:
- High protein canned items such as beans, meat or tuna.
- Canned vegetables or fruits
- Canned pumpkin or yam
- Boxed pasta
- Cereal Box

All food items benefit the food pantry of St. Rose of Lima Parish, Milwaukee, WI.
Recruiting Zone:

We Energies

2010 Summer IT Opportunities for College Students

We Energies offers a variety of Information Technology summer opportunities for students. We offer competitive wages of $16.43 - $18.97 per hour. Positions are available to students with an Information Technology major. Commonly filled summer positions are listed below.

IT Application Maintenance and Support
IT Security
Desktop Lifecycle Replacement
Server and Storage Operational Support
Telecom Operations
Data Analysis Tool Development

Go to www.we-energies.jobs and click on “Opportunities for College Career Fair Applicants” to see available summer positions.

We Energies is an equal opportunity employer.

Did you know that we have company profiles at muitso.org?

Accenture • Deloitte • Direct Supply
• Ernst and Young • GE - Healthcare
• Johnson Control • Kohl’s •
• KPMG • PKWARE • PricewaterhouseCoopers • Walgreens • WE Energies • Northwestern Mutual

http://www.muitso.org/resources.html

Did you know that you can post job openings at muitso.org?

http://www.muitso.org/jobs.html

Uline

Push the Limits of Your Potential

Uline seeks top talent from U.S. universities to participate in the Internship Program or for full-time opportunities at any of our six U.S. branches.*

Be empowered. Be inspired. Work with people who embrace innovation and share a culture of teamwork and a passion for results.

Internship and full-time opportunities available in IT and Operations.

To apply, please visit: uline.com/jobs

*Some internships and full-time opportunities only available at the Corporate location.
The Eagle Trail: Make a Difference

How many times in your life here at Marquette have you seen, heard, read, or said the phrase, “Be The Difference”? My guess is more often than you’d care to count. Here’s another question for you: How often do you make a difference?

You chose Marquette University for a reason – it could have been the prestigious accolades, the proximity to home, the campus “felt right” during a tour, family tradition – the possibilities are endless. Regardless of why you chose to be a Golden Eagle, you chose to attend a university that expects more from its students than good grades and student organization participation. You are expected to use our four pillars, faith, leadership, service, and excellence, as principles to guide you along your journey through life.

We are privileged to be here, always remember that. That is not to say that you didn’t “earn” your way to Marquette, by attending this university, you have many open doors, many opportunities presented, and many expectations to meet. I know it can seem overwhelming at times, but I truly believe the entire staff of MU stands behind the “Be The Difference” phrase that we know all too-well. They know that we can meet the challenge they present.

You’re probably asking yourself when you’re going to have time to fulfill that third pillar, service. Believe me, I know that your schedules are extremely busy, but the rewards gained from just an hour or two of your time are truly priceless.

Keep in mind that sometimes it doesn’t take much – maybe you help tutor during the evenings or pause from your own studies to help a classmate figure out that frustrating MySQL outer join while in the computer lab. Maybe you participate in events like Race for the Cure, Briggs and Al’s Run/Walk, the Lombardi Walk/Run, and others, and the donations received will one day aid in the discovery of a cure for cancer. Maybe you stopped to help a student who dropped his or her notes in the hallway. What I’m trying to say is that you don’t have to devote hours every week to a non-profit organization to make a difference. Sometimes a small effort can mean a great deal. Never underestimate the power of a helping hand.

I’d like to share with you my favorite volunteering event, one that takes place back home. I’ve helped the American Legion Auxiliary Post #82 host their annual Disabled Veteran Fishing Outing since 2005 and participated in my fifth consecutive year this past June.

Disabled veterans from the VA take buses down to our shores and the local charter captains donate about six hours of their time to take these courageous men and women out on the lake to fish. Those of us who work in the kitchen prepare a buffet that refuels everyone when they return. Trophies are awarded, prizes are given, desserts are eaten – the phrase “a good time was had by all” is truly an understatement.

I wish there were words to describe the smiles on the faces of veterans, volunteers, and charter captains alike. I can only imagine what we all looked and smelled like, having worked with smoked fish, fish boil, hamburgers, and brats for the last few hours, but you honestly wouldn’t have noticed (well, at least not at first). When one veteran in a wheelchair was called to the front of the American Legion to accept his first prize trophy, his smile was contagious. I looked over at one of the charter captains whom I’ve known for quite a long time and we just grinned at one another. It was at that moment, seeing that man holding his trophy with triumph gleaming in his eyes and pride in his chest, that I knew we had made a difference. This man will never forget that moment, and we will never forget his smile.

Please, make someone else smile. Make them laugh. Make them realize that they mean something to you. We are in a world right now that lacks laughter, joy, and more often than not, compassion. You will have the opportunity to make a difference in many lives, and I strongly encourage you to participate in several activities organized by ITSO.

The Ronald McDonald House (RMDH) focuses its efforts on the families of terminally ill children. RMDH offers families a place to stay that is in proximity to the treatment hospital, which allows parents to keep as up-to-date as possible with the latest treatment plans and often these places have little or no costs involved.

Even if you cannot make it to the RMDH event itself, we need students to help with the shopping, any preparation that can be done offsite, etc. Please contact Allison Free (allison.free@mu.edu) to find out how you can help.

~ Julia K. Smith
Announcements:

ITSO is pleased to announce that Jim Laudon, who heads the Google Office in Madison, Wisconsin will be our feature speaker in our next ITSO meeting in the Spring Semester.

Contact terence.ow@mu.edu for more information.

Upcoming Events:

February 16th
Java and Jobs
AMU
8 - 10 AM.

February (TBA)
Guest Speaker
Jim Laudon,
Head of Google - Madison, WI.

March (TBA)
Guest Speaker:
Chad Greene,
Ebay, San Jose, CA.

March (TBA)
Ronald McDonald House
Wauwatosa,
Contact
allison.free@mu.edu

April (TBA)
Hunger Clean Up
Contact
allison.free@mu.edu

Thinking of joining ITSO?
Sign up today! Just fill out the online application (see muitso.org) and bring it to the next ITSO meeting along with a $15 check made out to ITSO.

Suggestions:
Do you have any ideas for articles you would like to see in ITSO Good? Write to julia.smith@mu.edu.

Executive Board (2009-2010)
Mary Catherine Smith: President
John Knoll: Vice President
Julia Smith: VP of Communication & Chief Editor of ITSO...Good
John Kendzior: VP of Finance
Eric Wendorff: Editor of Publications
Chris Jeske: VP of Publicity
Lukas Sparks: VP of Website
Allison Free: VP of Programs

We’re on the Web! Check out muitso.org