



**For Immediate Release**

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**Middle Tennessee State University's Business Communication  
and Entrepreneurship Department Recognized  
As A Kauffman Platinum Award Recipient**

MURFREESBORO, TENNESSEE, September 21, 2007 – Middle Tennessee State University's (MTSU) Entrepreneurial Studies Program was recently recognized as a Kauffman Platinum Award Recipient for its involvement and partnership with EntrepreneurshipWeek USA 2007.

According to Dr. Robert Lahm, Assistant Professor of Entrepreneurship and Entrepreneurship Intern Program Coordinator, who served as EntrepreneurshipWeek USA 2007 Committee Chair, "We have a lot of people to thank for this recognition, starting with my colleagues in the Business Communication and Entrepreneurship Department (BCEN). While we were partnering with national organizers, several other members of the local business community also showed their generosity and support of our efforts. The Southwestern Corporation provided several speakers and sponsored refreshments, Ms. Kissy Black (a recording industry PR expert) judged our students' 'elevator pitches,' and we enjoyed the contributions of a number of other speakers as well."

"MTSU maintains an active chapter of a national organization, the Collegiate Entrepreneurs' Organization (CEO), and several of its students also pitched in and were really a great help," he added. Lahm is shown pictured beside Ms. Dusty-Michelle Lindblad, the current MTSU Chapter, CEO President.

As a program partner, MTSU offered support and resources as part of a national effort to inspire and encourage young people to consider entrepreneurship as a career choice and to celebrate America's unique culture of inventiveness.

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EntrepreneurshipWeek USA 2007 was sponsored by the Ewing Marion Kauffman Foundation and by government, not-for-profit organizations and businesses, including *The New York Times* and *Inc.* magazine. Additionally, the House of Representatives noted the importance of entrepreneurship education by enacting a Resolution ([HR 699](#)) in early June of 2006 in support of a national entrepreneurship week. As a program partner to EntrepreneurshipWeek USA 2007, BCEN faculty and staff hosted and organized events and activities designed to inspire, educate and prepare young people, primarily ages 14 to 25, to be among America's next great entrepreneurs and innovators.

"We were delighted with the leadership and expertise that Middle Tennessee State University's faculty and staff brought to EntrepreneurshipWeek USA 2007 as program partners and contributors to our overall efforts," said Carl Schramm, president and CEO of the Kauffman Foundation. "Educating our young people about entrepreneurship and reinforcing the value that entrepreneurs and innovators bring to our economy is critical to America's long-term prosperity – more so now than ever before."

Entrepreneurship is a driving force of the U.S. economy. During the past 15 years, businesses less than five years old have accounted for about 70 percent of the net job creation in the United States. However, while America presently maintains the edge as an entrepreneurial society, there are clear signs of massive economic competition from abroad. More Americans in the future will need to be generating more ideas and better innovations if the United States is to stay ahead of the large populations of educated citizens in emerging and globally savvy economies.

"Entrepreneurship provides everything a young person needs in a career and to lead a fulfilling life. If one is spirited, passionate, creative, and energized by the challenge of changing the world, or on a smaller scale, helping customers achieve greater satisfaction by delivering value in a product or service, entrepreneurship provides an outlet with virtually endless possibilities," says Lahm.

According to Lahm, who will again serve as Committee Chair in 2008, "National Entrepreneurship Week '2' will be celebrated at MTSU, Feb. 23 – March 1, 2008, in partnership with the Consortium for Entrepreneurship Education." Lahm says, "We are already planning an exciting program with more speakers, more activities, more involvement with local business community members, more learning, and more of anything else we can think of to show that our passion for entrepreneurship is *strong* across the campus and the community at large!"

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“The opportunity to work on my business planning efforts while I was enrolled in my entrepreneurship class as well as additional discussions I had with Dr. Lahm after I graduated allowed me to lay all of the necessary groundwork to launch my business,” said Mrs. Bonnie Ozburn, a former MTSU student.

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### **About the Middle Tennessee State University’s Business Communication and Entrepreneurship (BCEN) Department**

The Business Communication and Entrepreneurship Department at MTSU is part of the Jennings A. Jones College of Business. Further information about its partnership with EntrepreneurshipWeek USA 2007 can be found at <http://mtsu.edu/~entre/entweekusa2007schedule.htm>. Information about BCEN’s involvement with National Entrepreneurship Week 2008 will be added to the aforementioned link as soon as plans are finalized.

### **About the Kauffman Foundation**

The Ewing Marion Kauffman Foundation of Kansas City is a private, nonpartisan foundation that works with partners to advance entrepreneurship in America and improve the education of children and youth. The Kauffman Foundation was established in the mid-1960s by the late entrepreneur and philanthropist Ewing Marion Kauffman. Information about the Kauffman Foundation is available at [www.kauffman.org](http://www.kauffman.org).

### **About the Consortium for Entrepreneurship Education**

The Consortium is a national membership organization that provides leadership to educators nationwide in support of entrepreneurship education as a lifelong learning process. The Consortium was created at the Ohio State University in 1981 to focus on professional development for teachers involved in creating entrepreneurship education programs and activities in the schools, and is now serving educators nationwide as a non-profit 501 ( c ) ( 3 ) corporation. For more information on events and activities across the country and information to engage young people on how to get involved in National Entrepreneurship Week 2008, please visit: <http://www.entre-ed.org/E-week08>.

NOTE: Media needing technical accommodations to cover any future National Entrepreneurship Week events at MTSU should contact the Office of News and Public Affairs via e-mail at [gfann@mtsu.edu](mailto:gfann@mtsu.edu) or by calling 615-898-5385. For color headshots of the principal speakers and organizers, please use the same contact information. Thanks!