Finding Your Inner Entrepreneur

Compass Group Serves Up Real Opportunities

University Adds New Student Services
This is an exciting time for small business owners. Self-employment is increasing overall across the United States and is expanding most rapidly among women and minority groups. Last year, business ownership among women grew nearly twice as fast as for all businesses (17% vs. 9%). Similarly, the U.S. Census Bureau reports that minorities are becoming entrepreneurs at twice the rate of other groups. Cutting across all demographic lines, individuals with college degrees are most likely to be successfully self-employed.

Education lends credibility to a business owner. Clients often have more confidence in an individual who has invested the time and effort to attain a college degree. Most important, education provides the tools to make a business successful. Strayer University offers myriad courses in business management, finance, accounting, information technology, and marketing to help a company gain a competitive edge.

Succeeding as a business owner, however, is about more than having the right tools in your toolbox. It is about having vision and innovative ideas, an effective business strategy, adequate resources, and a knack for inspiring loyalty and confidence in others.

Developing novel concepts for products or services is the obvious starting point for a budding business owner. Once you have an idea it is time to begin researching. Does your idea already exist, perhaps in a slightly different form? If so, what would the competition be like—can you reasonably expect to penetrate the market? Does your product or service fulfill an existing need, or will only your mother be interested? If you get stuck at the ideas-generating stage of the process you should probably keep your day job until inspiration strikes. This is not such a bad thing, however. It is an excellent strategy to first hone your sales, management, and financial planning skills as an employee.

Once you have an idea, you will need to write a comprehensive, well thought out business plan that describes your company’s strategy and goals. The majority of companies that fail do so because of poor planning. Your business plan will help you organize your thoughts so you can identify which legal, financial, and operating issues need to be addressed.

It will also double as a resume for potential investors and lenders. For an excellent start-up guide to writing business plans, visit the U.S. Small Business Administration’s Web site, www.sba.gov.

Gathering adequate financial resources to start your company—and maintain cash flow once you actually have customers—is critical. As a start-up, you can invest personal savings in your company or ask friends or family to do so. You may persuade a venture capital firm to provide financial resources in exchange for equity or partial ownership. More often, you will want to approach financial institutions for a loan. It is well-known that obtaining a loan can be difficult for a company without a proven track record. Having a well-crafted business plan that outlines strategies for repaying borrowed money can go a long way toward securing funding.

Perhaps the most important qualification for a successful entrepreneur is something intangible: possessing that special quality that makes employees, investors, and customers believe in you. Confidence in your abilities, receptiveness to new ideas, a willingness to make tough choices and stand behind them, and a sense of responsibility for all aspects of your business—all of these contribute to the kind of winning personality that will help your company succeed. There is a proverb among entrepreneurs: “The investment is in the jockey, not the horse.” No matter how brilliant your ideas or plans, people will only believe in your business if they believe in you.

—Suk Lee, Regional Academic Dean
Features

4 It Takes Two. Strayer University graduates Eric and Aleta Williams reveal the secrets to balancing family life with small business ownership.

6 From the Ground Up. A checklist for success for the up-and-coming business owner.

8 Entrepreneurial Spirit. Meet two Strayer University Online students who are self-employed and successful.

10 Real Opportunities. Compass Group North America sweetens the deal for employees with extensive training and educational opportunities.

University News

11 University Adds New Student Services

12 Ahead of the Curve: Staying Competitive in Today’s Job Market

13 A Business Man in the Arts
Eric and Aleta Williams were career employees at Verizon, raising two children, and finishing their Masters in Business Administration degrees at Strayer University when they made a life-changing decision. Eric had always wanted to be self-employed, and with the real estate market booming and the support of his wife, the time was right for the couple to start their own business. Today they operate Spectrum Resources Associates Inc., a successful real estate resources company, and Eric is a realtor affiliated with Re/Max.

“After earning my degree from Strayer I was so confident in my abilities that I felt I could go on without relying on an employer for steady work,” Eric says. The Williams’ reasons for striking out on their own are similar to those expressed by many entrepreneurs: the desire for a flexible schedule, self-determination, and pride of ownership. Eric and Aleta also had a goal that has turned out to be the key to their success—to provide genuine, personalized customer service.

“Real estate is a very service-oriented line of work,” Eric notes. “You are not dealing with a loaf of bread or a pack of gum; you are dealing with a transaction that for most people will be the most expensive purchase of their lives. Being an agent is about being constantly available to your clients and providing the services to make them comfortable with the process—particularly with first-time buyers.”

To this end, Spectrum is a full service resource company that provides educational programs for clients in areas such as “Home Buying and Selling” and “How to Select a Mortgage,” and offers access to a preferred contractors network that can help customers save money by bundling services. In pursuit of superior customer service the Williams also mail a newsletter to family, friends, and past
and prospective clients describing the current state of the real estate market and offering tips on topics like “Fuel Economy” and “Saving on Your Grocery Bill.” The six page newsletter is light reading intended to keep the Williams connected with their base.

Research shows that today people buy and sell their homes an average of five to seven times in a lifetime. “The people in our database may not be buying or selling at a particular time, but we use the newsletter to keep in touch with them and provide useful information to help them in their lives,” says Aleta, who is primarily responsible for developing and distributing the newsletter. “Ideally they will think of us when it comes time to put their homes on the market.”

This client base is drawn from the surrounding community where the Stafford, Va.-based couple lives. Eric and Aleta are longtime residents of Virginia who are involved in their community through church and sorority/fraternity volunteer activities. When it was time to launch their business they already had plenty of contacts. They began by entering the names of family, friends, neighbors, former coworkers, and church members into a database.

“It is all about being outgoing and being able to put yourself out there,” Aleta says.

“This business is not for the timid,” Eric adds. “You have to be willing to strike up a conversation with anyone and hand out your business card.”

Handing out business cards, internet advertising, and placing flyers at key locations around town are some of the low cost ways realtors can advertise. Even with these cost-effective techniques an agent can easily spend upwards of $10,000 annually on advertising in real estate listing magazines and other venues.

Real estate, like most entrepreneurial endeavors, requires a financial commitment at the beginning to launch the business. An individual who wants to be licensed must first attend preparatory courses, usually with a local real estate association. Next he or she must pay to take the state licensing exam. Once licensed, a new agent will affiliate with a brokerage like Re/Max, which can cost $500–$1,500 per month. The fees add up, but a motivated, savvy agent will still be able to turn a profit.

**Study Buddies**

As in any business, a solid education provides useful tools to a real estate agent. Eric and Aleta had always wanted to go back to school for an advanced degree. Eric realized his dream when he earned a Master of Science degree in Communications Technology through Strayer University Online.

Aleta, meanwhile, didn’t think she would ever find time to return to school. In addition to running the administrative side of the family business, she has kept her management position at Verizon, which requires long hours. When she gets home from a busy day at work she turns her attention to her children Dorian, age 12 and Cari, age 13.

“I am very involved with helping the children with their homework and I didn’t want to spend too much time away from home for classes,” Aleta recalls. She also did not know if she would like the online format. In 2003, when the children were away for the summer, she had the chance to find out. She and Eric both began an MBA program through Strayer University Online. As the first quarter ended and a new one began, Aleta found that online classes dovetailed perfectly with her most important job: being a mother.

“The online format allowed me to have quality time with my children in the evening,” she says. “If they wanted to bend my ear about something or needed help with their homework, I was there for them. Online classes gave me the opportunity to still connect with my family while earning an education.” Both Eric and Aleta earned MBAs from Strayer University in June 2004.

**Juggling Act**

It has been a year since the Williams first decided to take a leap of faith and start their own business. Juggling work, family, and graduate school has not always been easy. Eric and Aleta say the only way to cope with a hectic schedule and competing obligations is through teamwork and a profound sense of balance.

“Sometimes we have to take a step back and assess what is working and what is not, and remind ourselves what we are trying to do. Balancing a business with family requires a deep commitment,” Aleta says. “It has not always been 100% wonderful every single moment, but because we are committed to our choice and know that we are in this together, we will continue to succeed.”

---

SCHOLAR | STRAYER UNIVERSITY | WINTER 2005
Launching a business is the goal for many Strayer students. As a Strayer University adjunct professor, more than half of my eBusiness and International Business Environment classes are composed of aspiring entrepreneurs. Interest and participation is at its highest when the business case under discussion places the student in the decision-making role of a small business chief executive officer.

Likewise, I am equally engaged when I have a chance to share my own “battle stories” as the owner of an information technology and telecom consulting firm, and former executive for two start-up ventures. From the aggregate of these experiences I have developed a checklist for success for college graduates who plan to launch their own businesses.

✔ **Plan for change.** Creating and leading a new business means expecting and managing change. Rapid and dynamic change is simply part of the process. In fact, the typical business model, product, and target customer with which you are ultimately successful are often much different than what you had planned.

✔ **Limit fixed expenses.** In order to survive through the revenue-lean start-up period, fixed expenses should be minimal. Limiting fixed expenses means cutting back on recurring personal as well as business costs. For example, it would be difficult to start a business just out of college with a $500 monthly car note combined with typical student loan payments and rent. Low monthly payments will also help you maintain a strong personal credit score. Until a business has been in operation for two to three years, commercial lenders will rely on the owner’s personal credit.

✔ **Minimize risk.** At the heart of entrepreneurial profit is risk. Risk is what creates the significance of the reward for taking the initiative to make the most of an opportunity. However, the key to success is to continually limit your risk exposure whenever possible by creating contingency plans. For example, when my home office and all of my business files were destroyed in a fire, adequate business insurance and off-site back-up were critical to my company’s survival.

✔ **Buy only what you need today.** Be careful of overbuying technology, inventory, or personnel capability. Remember that the basic state of business is change. For example, inventory is subject to fashion trends and technical obsolescence. If you have overspent on one technology, you may be less able to respond to new opportunities as the market changes.

✔ **Build an employee cadre.** Think of hiring your employee team as building a cadre. Your goal is to create a cohesive, motivated, disciplined, and supportive team that enables the productivity of three to equal that of five. Hire people for how they will fit into the team first and their specific skills second.

✔ **Do what you really like to do.** Many students try to out-guess the market to determine what business area they should enter. However, the key to success is to tackle an area that you really like while reconciling it with your unique skills, work experience, education, area of business interest, and lifestyle. Starting a business takes great personal and financial sacrifice—you will spend much of your time and typically a significant portion of your savings in the process. It is critical that you spend your time and money on something that you truly enjoy.

—Gordon Taylor is an adjunct professor at Strayer University's Takoma Park Campus. He holds an MBA from Harvard and is owner of Taylor Global Engineering and Up County Fine Wine and Beer.
Finding Your Niche

In order to be successful, an entrepreneurial venture must find its own niche. Finding a niche market—a specific, targeted group of potential customers—helps the start-up business focus its resources for the greatest return on its investment. "Once the target market has been correctly defined, it is much easier to develop a marketing strategy and the appropriate combination of product, distribution, promotion, and price to reach that market effectively," says Robert D. Hisrich, author of Small Business Solutions: How to Fix & Prevent the 13 Biggest Problems That Derail Business [McGraw-Hill, 2004].

A market niche is defined and selected by geography, psychology, benefits, and other segmentation techniques. Geography. By determining the geographic size of the market an entrepreneur can choose a niche where there is a comparative advantage in terms of variables such as distribution, advertising, and/or company image. Psychology. Knowledge about who a customer is, how he shops, and what motivates him to buy (emotional factors or economic ones?) should guide the development of a sound marketing strategy. Benefits. Determining the specific benefits that potential customers desire in a product or service—reliability? convenience? prestige?—will help the business tailor its offerings.

Once a market niche is identified, an entrepreneur can select the particular product or service that will most profitably serve the market's needs, and determine the best strategy for promoting its solutions. Being familiar with the niche market will also help a company benefit from changes to its marketing strategy, such as expanding to new geographic regions with similar characteristics or offering an enhanced product to serve a niche within the niche market. Knowing where you belong will set you on the path to long-term success.

Starting Up Without a Start-Up

Buying an existing business is one way to break into the entrepreneurial ranks without the headaches of launching a company from the ground up. There are two routes the prospective business owner can take: buying into a franchise or purchasing a stand-alone company. Franchises have the advantage of established name recognition, bulk purchasing power, and cooperative marketing. Acquiring an existing independent company has the advantage of self-determination combined with a built-in customer base. In both cases the business has an established history, making it a less-risky venture than a start-up. However, the benefits of an existing infrastructure usually come at a steep price, so only take this route to entrepreneurship if you have ample capital. You can learn about businesses for sale through local classified ads and on Web sites like www.ezmkt.com and www.bizbuysell.com.

Money Matters

You have picked a name for your company, written a business plan, and even secured financing. Now you only need to determine the best way to manage your cash flow. Rhonda Abrams, author of Six-Week Start-Up: A Step-by-Step Program for Starting Your Business, Making Money, and Achieving Your Goals! [The Planning Shop, 2004] suggests meeting with a small business accountant before you purchase and install bookkeeping software.

Ask your accountant questions like:

• How can I reduce my taxes?
• Which expenses are deductible, non-deductible, or have to be depreciated?
• What kind of bookkeeping system should I set up?
• How should I pay myself—salary or draw—and what are the tax implications?
• How do I handle payroll taxes?
• Do I have to collect sales tax? When? From whom?

“A good accountant can save you more than you pay them,” Abrams says. Lay the proper foundation now to build a strong and profitable business for the future.
Starting a business is never easy, particularly not for a full-time student who is also working a second job and serves in the National Guard. Katrina Burton was enrolled in Strayer University’s Bachelor of Science in Computer Networking program when she and her husband launched On Target Security. As a start-up company they could not find anyone to give them a loan. Burton took a night job as a UNIX security administrator in addition to her daytime job at On Target in order to supplement the family income.

“It was an incredibly difficult time,” says the mother of two. “But everything worked out in the end. Now we have 52 employees and no debt.”

On Target Security began by providing surveillance solutions to apartment buildings and corporations like Safeway. Now eligible to bid for government contracts under its A8 (small business) status with the U.S. Small Business Administration, the company also secures government sites and provides personal protection services.

Burton says one of the best parts of being self-employed (in addition to the tax write-off) is meeting a diverse set of people while promoting the business. She cautions, however, that being an entrepreneur takes determination and resolve. “You have to believe strongly in what you are trying to do, because you will experience rejection along the way,” Burton says.

As a woman working in three male-dominated fields—the National Guard, security, and information technology (IT)—Burton is no stranger to overcoming adversity. She has worked as an IT manager at companies where all of the people that she supervised were older men. “It is incredibly difficult to earn respect as a woman in this field,” Burton says. “I was constantly questioned by people who were trying to test my knowledge. Some people would even suggest that I attained my position through knowing the right people, rather than through what I know.”

These trials have only made Burton work harder, leaving her well-prepared to face the difficulties of owning a business. The most challenging time for an entrepreneur, she says, is at the beginning.

Launching a company requires a huge investment of time and resources. Burton advises prospective entrepreneurs to first write down the specifics of their business ideas to determine exactly which legal and other issues they will need to address. Next she suggests consulting with someone who is already running a similar business. “Ask them what paperwork will be needed and get them to point you in the direction of professionals who can give you legal and financial guidance.”

Since starting On Target Security with her husband Anthony, Burton earned her undergraduate degree in 2004 and has enrolled in Strayer University Online’s Master of Business Administration program. She has big plans for her future. She is slated to attend Officer Candidacy School in March, after which she will become an officer in the U.S. Army. Burton also intends to start a second business—an information technology company that will subcontract from On Target Security. “After that, who knows?” she says. “The possibilities are limitless.”
Charlene Corruthers’ moment of truth occurred during a Strayer University graduate-level business course. Her professor suggested that to be truly successful a business needs to provide a niche service to its customers. Corruthers, who operates Corruthers Business Administration Services, a consulting firm in Baltimore, asked herself: What service can I provide my customers that will make me stand out from the crowd? To find the solution, she had to identify an area of unmet need among her clients.

As someone who is in the business of helping other business-owners succeed, Corruthers was constantly reminding clients to promote their company’s products and services. “The only way for a new business to be competitive is through advertising and marketing a product or service unique from its competition,” she notes. “However, most small companies don’t have sufficient capital.” This was the area of unmet need Corruthers had been looking for.

In order to help fledgling companies get the exposure necessary to be successful, Corruthers began a charitable foundation, U Defend 4 Women, which hosts events designed to showcase new businesses. The increasingly popular series features presentations on topics related to running a business and provides a forum for new companies to promote their products and services.

In November 2004, “Promoting Legal Awareness and Starting Your Own Business,” drew an audience of more than 100. Attendees, but not speakers, pay an entrance fee. U Defend 4 Women uses the funds raised at the door to help new businesses become self-sufficient and to assist lower income individuals by providing referrals for legal services. The foundation also advocates for seeking justice through the legal system as an alternative to violence, and an attorney who sits on the foundation’s board of directors provides free legal services to victims of domestic abuse.

As a professional business consultant, Corruthers has plenty of advice for up-and-coming entrepreneurs:

• Be sure you truly want to be a business owner before making a commitment that will require your attention around the clock.
• Keep a pencil and paper handy to write down ideas as they come to you—otherwise you will forget.
• Consider an investment of resources carefully. For example, do not go into debt leasing office space when you can set up a home office.

“\textbf{The only way for a new business to be competitive is through advertising and marketing a product or service unique from its competition.}”

• Always look for “grassroots” marketing opportunities. Take your message directly to the public, tell people who you are, and distribute information about your business. You will garner more interest with a personal approach than by hoping your small newspaper advertisement will get noticed.

Corruthers, who earned her Bachelor of Science degree in Business Administration from Strayer University Online in 2003, is set to graduate from the University this year with a Master of Business Administration degree. She credits her education with helping her succeed as an entrepreneur. “I always knew that my reputation could take me places,” she says. “But it is my education that will keep me there.”
The food service industry is more than, “Do you want fries with that?”

According to the latest labor trend survey by the National Restaurant Association (NRA), the food service industry will need 1.8 million new workers by 2014 in addition to the 12 million already employed. It is a burgeoning industry and a lucrative one as well. In 2005, the NRA expects sales to reach $476 billion in the United States alone.

The culinary arts have enjoyed soaring popularity over the last few years. Consumers have developed more sophisticated tastes whether they are dining out or cooking at home. More people are considering careers in the culinary arts, often switching from other occupations to join this booming sector. Indeed, the food service business needs more than just chefs. A whole host of positions are available in this often-overlooked industry. Accountants, lawyers, risk managers, designers—both graphic and architectural—human resources experts, public relations practitioners … the list is endless and growing.

A major employer in the field is Compass Group North America, the world leader in the contract management and hospitality sector. The $6.3 billion organization has more than 117,000 associates throughout the United States and Canada, and a total of 400,000 associates worldwide through its parent company, the $21 billion Compass Group PLC. In 2004, U.K.-based Compass Group PLC was named the world’s ninth largest employer by Fortune magazine.

By combining fresh ideas with the industry’s greatest talent, Compass Group continues to set the standards for food and service excellence. Intensive training and development programs ensure high-quality service for customers and long-term job satisfaction for employees.

Compass provides its associates all of the tools necessary to manage their careers and their lives through a single point of entry, www.realopportunities.com. This Web site supplies detailed information on all Compass programs, perks, and resources. Associates can access online benefits management, work/life balance initiatives, employee networking groups, mentoring programs, and career development and training opportunities.

Compass is committed to enabling personal and professional growth for its associates, including providing ongoing educational opportunities. Establishing partnerships with reputable accredited academic institutions was a key goal of the organization’s strategic training program. Such alliances were not only an American business goal, but one that involved all Compass businesses in more than 90 countries around the world.

The company chose to partner with two institutions of higher learning, Strayer University and Lausanne University in Geneva, Switzerland. The combination of on-campus and online courses creates a convenient, flexible learning environment for Compass associates. The educational initiative is a continuation of Compass Group’s long-established training programs in areas such as sales, management, and leadership. Now Compass employees can use those courses toward college credit and can continue their professional development through University degree programs.

The organization hopes its educational partnerships will serve up multiple benefits by introducing Compass Group and the food service industry to a larger audience. Interacting with Compass associates may whet the appetites of adult students to learn more about Compass Group’s employee motto: “Great people, real opportunities.”
Strayer University regularly reviews its curricula and services to ensure that it is providing the highest quality educational experience to students. We are always looking for new and innovative ways to support our students’ dynamic needs. This year we are introducing several new offerings that will help each student reach his or her greatest academic potential at the University.

As of Jan. 1, 2005, each campus now has the following:

- **New retention manager position.** Once a student has enrolled through the admissions process, a retention manager will serve as the student’s single point of contact through to graduation. The retention manager will assist students in a variety of ways, including helping students complete their Personal Education Plans (PEP), providing referrals to academics for advising and tutoring, and acting as a liaison between the student and all other departments of the University. If you have any questions regarding the role of the retention managers or how to contact your retention manager, please visit the campus retention office.

- **Robust tutoring program.** Students now have access to both remedial (English and Math) tutoring and discipline-specific tutoring. These offerings are designed to give students every resource to be successful in their coursework. All of the tutoring is conducted by University faculty. I encourage all students to take full advantage of this opportunity to improve their educational outcomes. Please check with your academic office regarding the tutoring schedule.

- **Improved Academic Advising.** The Campus Advising Center at most campuses will be staffed by two faculty members with qualifications in business or accounting, as well as information systems. The center will be open during designated hours that are convenient for students.

- **New associate campus dean (ACD) position(s).** The ACD serves as a full-time faculty member and is a specialist in one of the University’s core curriculum offerings. Each campus may have up to four ACDs. In addition to working with the campus deans in managing the campus’ educational support services, the ACD will work closely with the campus faculty to develop an academic advising schedule that is discipline-specific so that all advising is conducted by ACDs and faculty who are experts in the field. Using this academic advising approach, students will receive insightful feedback on their course selections and industry trends.

In addition, campus managers have been re-titled campus directors to reflect the true management responsibilities of this position. As always, campus directors and campus deans will continue to be jointly and equally responsible for leading their campus by supporting one another and cultivating a student-focused learning environment. It is our hope that these new offerings will provide students all the necessary tools and resources to be successful in the coming academic year and always.

---

**New Mission Statement Defines Strayer University Values**

Strayer University has adopted a new mission statement that expresses the University’s commitment to providing exceptional educational opportunities to working adults:

*Strayer University makes high-quality postsecondary education accessible to adults of diverse backgrounds and enables them to succeed in their careers and communities.*

The mission statement is underpinned by the University’s core values:

1. **Academic Quality.** We are committed to effective adult learning and rigorous academic standards

2. **Student Success.** We provide the opportunity and supportive learning environment that enables adults to achieve their professional and personal goals

3. **Educational Access.** We believe all ambitious and qualified adults have a right to higher education.

Strayer University is dedicated to providing effective adult education through rigorous academic standards and a supportive learning environment. The University continually assesses learning outcomes and institutional effectiveness. Through value-added services the University provides a supportive learning environment that enables working adults to achieve their personal and professional goals.

Strayer University takes pride in being a broad access, postsecondary institution. The University’s democratic admissions policies, employment practices, alternative financing options, and alliances with the corporate and government sectors result in a diverse student population, diverse faculty and staff, and diverse programs. The range of perspectives and experiences found at the University creates a rich learning environment that benefits students and faculty alike.
Ahead of the Curve
Staying Competitive in Today’s Job Market

The competitive job seeker knows that networking is the key to finding gainful employment. Many Strayer University students have the advantage of already being in the workforce—or having been employed in the past—and can seek new career opportunities through these professional contacts. But for students who are changing careers or who simply want to gain a competitive edge by pursuing all avenues on the job front, Strayer University offers career fairs and job search support services.

Companies such as SunTrust Bank, Data Matrix Solutions, Home Depot, Marriott International, and FedEx seek prospective employees at Strayer University’s career fairs. The most recent events in the Fall included a total of 75 employers at three campuses throughout the Strayer University footprint. Another 16 companies set up drop boxes for students to leave their resumes. Career fairs are held at different campuses each time, but students are welcome to attend any—or all—of the events.

The dates for the spring career fairs are:

South Charlotte Campus
April 26, 2:30–5:30 p.m.
Newport News Campus
May 3, 2:30–5:30 p.m.
Owings Mills Campus
May 5, 2:30–5:30 p.m.

For more information about career fairs and other career development services available to Strayer University students, visit http://studentserver.strayer.edu.

Creating Career Opportunities

Employing these seven tips the next time you attend a career fair may help you gain an edge over the competition:

1. **Present a professional demeanor.** Make a positive first impression by wearing business attire. If you appear professional future employers will have an easier time envisioning you on the job.

2. **Arrive prepared.** When you check in at a Strayer University career fair you will be given a list of companies in attendance and their profiles. Take several minutes to familiarize yourself with the companies you are interested in so that you can ask informed questions about their businesses.

3. **Bring 30 copies of your resume.** Your resume is a reflection of you and your work style, so be sure there are no spelling or typographical errors. If you have multiple career objectives, bring different versions of your resume tailored to the different types of jobs you are seeking.

4. **Stand out from the crowd with a job portfolio.** During the rush and crunch of a career fair, job portfolios allow you to provide additional information about yourself to prospective employers. A portfolio should include your resume, a list of references, and samples of your work.

5. **Practice before you interview.** Rehearse answers to typical interview questions long before you enter the career fair. Ask yourself questions like: “What are some of my greatest professional achievements?” and “What can I bring to this position?” Go on the Internet and search under the subject “interview questions” for more common questions.

6. **Sell yourself.** You may have one to three minutes to convince a company recruiter that you are worth a second interview. Prepare your pitch before you approach their table—or better yet, the night before.

7. **Send a thank you letter.** Most career fair participants never follow up with the companies that attended, so sending a letter will automatically give you a competitive edge. Compose your letter immediately after the event so that details are fresh in your mind. Thank the employer for his or her time, mention a few key points from your conversation, and ask for a second interview. Remember to collect business cards at the career fair so that you will have contact information for the interviewers.
The Library’s online catalog is a useful starting point for any research project. Located on the Learning Resources Web page, http://studentserver.strayer.edu/CONT_STD/LIBS/libs2.htm, the Horizon Information Portal (HIP) link provides users with a listing of the Library’s print resources at all 30 Learning Resource Centers (LRCs) and a checklist for requesting books. The addition of more than 7,000 books to the Library this year brings the available circulating collection to over 34,000 items. Contact your campus LRC manager for more details.

Entrepreneurship
An abundance of resources for small business owners can be found at the Learning Resources Centers and on the LRC Web page, as well as through the Internet.

EBSCOHost (Library Web page—authentication required)
Periodicals available in full text that address entrepreneurship:
Entrepreneur
Full Text 8/2003 – present

Entrepreneurship & Regional Development
Full text 1998 – present (6 month delay)

Entrepreneurship: Theory & Practice
Full text 1976 – present

Searching the Regional Business News database also provides access to 75 journals, newspapers, and business wires that can be searched for general business information in support of small business and entrepreneurs.

ProQuest and eLibrary databases (Library Web page – authentication required)
The ProQuest database of five daily newspapers, including the Wall Street Journal, Washington Post, and New York Times, as well as eLibrary’s collection of periodicals, newspapers and TV/Radio transcripts, provide a wealth of materials that address small business ownership issues.

The Library’s online catalog is a useful starting point for any research project. Located on the Learning Resources Web page, http://studentserver.strayer.edu/CONT_STD/LIBS/libs2.htm, the Horizon Information Portal (HIP) link provides users with a listing of the Library’s print resources at all 30 Learning Resource Centers (LRCs) and a checklist for requesting books. The addition of more than 7,000 books to the Library this year brings the available circulating collection to over 34,000 items. Contact your campus LRC manager for more details.

Entrepreneurship
An abundance of resources for small business owners can be found at the Learning Resources Centers and on the LRC Web page, as well as through the Internet.

EBSCOHost (Library Web page—authentication required)
Periodicals available in full text that address entrepreneurship:
Entrepreneur
Full Text 8/2003 – present

Entrepreneurship & Regional Development
Full text 1998 – present (6 month delay)

Entrepreneurship: Theory & Practice
Full text 1976 – present

Searching the Regional Business News database also provides access to 75 journals, newspapers, and business wires that can be searched for general business information in support of small business and entrepreneurs.

ProQuest and eLibrary databases (Library Web page – authentication required)
The ProQuest database of five daily newspapers, including the Wall Street Journal, Washington Post, and New York Times, as well as eLibrary’s collection of periodicals, newspapers and TV/Radio transcripts, provide a wealth of materials that address small business ownership issues.

The first time I met Clement Conger, the late White House curator, he was practicing his fast-talking skills in an elevator with ladies from the National Society of Arts and Letters. We were traveling up to the Diplomatic Reception Rooms of the State Department for a tour. Conger seemed to instinctively know that some of these women were quite wealthy and had rooms filled with valuable antiques just waiting to be donated to the Diplomatic Reception Rooms. By the time we reached the eighth floor two ladies had agreed to become donors.

Later, when I learned that Conger was a member of the Strayer College class of 1931, I couldn’t help wondering whether he learned persuasiveness at college along with typing and shorthand. Clement Conger had a knack for helping even the most tight-fisted donors realize the historical and cultural importance of contributing artwork to America’s diplomatic meeting rooms.

In 1961, when the bland, boring, boxy State Department building was completed, everyone said that it exuded the worst of 1950s modern architecture. Recognizing the importance of making the building’s decor representative of the American Arts, Conger had the dull wall paneling and trendy (at the time) dropped ceilings replaced with carved woodwork and elaborate plaster details reminiscent of this country’s historic houses. Soon the rooms were decorated with donated paintings, including portraits of John Quincy Adams and Louisa Catherine Johnson Adams; sculpture, in the form of the famous Houdon bust of Benjamin Franklin; and antique dishes, flatware, and furniture from famous historic designers.

Today, diplomats from around the world who gather in the Diplomatic Reception Rooms of the State Department are treated to grand examples of American culture and history. When Conger passed away last year at the age of 91, then-Secretary of State Colin Powell paid tribute to the wonderful gift Conger had left in the form of those rooms.

“As the Department’s curator and deputy chief of protocol he spent many years collecting art and furnishings of incredible beauty and value and putting it all together to create a part of American history here in our building,” Powell said. “Every day we are proud to share Mr. Conger’s legacy with our friends and guests from around the world.”

—Dr. Beverly Elson is an adjunct professor at Strayer University’s Takoma Park Campus with an MBA in international management and a doctorate in art history. Elson is a member of the National Society of Arts and Letters.
Even after receiving their diplomas, graduates will always remain part of the Strayer University family. It is now easier than ever for alumni to stay connected to the University and to one another through the Alumni Directory. Graduates who register with the directory will have access to news, contact information, and updates about fellow alumni, and can take advantage of professional networking opportunities.

“The Alumni Directory unites the larger Strayer University community to help graduates continue to benefit from University connections and services,” says Michael O. Williams, director of alumni affairs. “Strayer University recently expanded its Office of Alumni Affairs and will continue to improve existing programs and find new ways to reach out to graduates.”

The directory is password protected and available only to Strayer University alumni who activate their profiles by registering online. When visiting the directory for the first time, an alumnus is prompted to enter his or her first and last name, home campus, date of birth, and to choose a new user name and password. For more information, visit the Alumni Directory in the alumni section of the Strayer University Web site at www.strayer.edu/Alumni_Directory, or contact the Office of Alumni Affairs at strayeralumni@strayer.edu.

**Alumni, Students, and Faculty…Send Us Your News**

Send us your news…Do you have professional or personal news to share with the Strayer University community? Let us know about your achievements (career changes, educational advancements, promotions and other life experiences). Please provide as much detail and information as possible.

**MAIL**  Scholar  Strayer University  2121 15th St. North, Suite 300  Arlington, VA 22201  Attn: Hannah Durocher

**FAX**  703.741.0844

**E-MAIL**  hannah.durocher@strayer.edu

Thank you for contributing. Strayer University reserves the right to edit all materials used in Scholar.
A. DENIM SHIRT
Light blue, long-sleeved button-down style shirt with burgundy Strayer University logo embroidered on left chest pocket. Sizes: M – 2XL men’s and S – 2XL ladies’ Price: $32.00 (add $2.00 for XXL)

B. TWILL SHIRT
Stone-colored, peached twill long-sleeved button-down style shirt with burgundy Strayer University logo embroidered on left chest pocket (ladies’ has no pocket). Sizes: M – 2XL men’s and S – 2XL ladies’ Price: $32.00 (add $2.00 for XXL)

C. BURGUNDY FLEECE CUFF HAT AND 8” x 60” SCARF
Embroidered with khaki Strayer University logo. Fleece Cuff Hat: $20.00 Fleece Scarf: $20.00

D. 2 PC. SOLID BRASS COASTER SET
With Burgundy Leather Inset around Brass Strayer Medallion Seal, Solid Walnut Tray with Brass Columns, Gift Boxed. Price: $60.00

E. DOUBLE OLD FASHIONED 4 PC. BEVERAGE SET
The Strayer University logo is deep etched on the glasses. Price: $40.00

F. DOZEN SET OF PINNACLE GOLD GOLF BALLS
Embossed with the Strayer University logo. Price: $30.00

G. T-SHIRT
100% cotton heavyweight t-shirt in stone with Strayer University logo imprinted in burgundy on left chest. Sizes: M – 2XL Price: $15.00 (add $2.00 for 2XL)

H. BALL CAP
Two-tone cap in stone with burgundy bill and matching adjustable fabric strap with Velcro closure. Strayer University logo embroidered in burgundy on front of cap. One Size Price: $15.00

I. STRAYER BLANKET
Burgundy fleece blanket with white Strayer University logo embroidered in corner. Size: 54” x 84” Price: $35.00

J. STRAYER AMERICA T-SHIRT
100% cotton white t-shirt with 2-color “America” image on front. Sizes: M – 2XL (Please inquire about 3XL and 4XL) Price: $20.00 (add $2.00 for 2XL) Show your support for the troops and your American pride by purchasing the Strayer America T-shirt. Meyer Marketing in participation with Strayer University is donating all proceeds to the USO (United Service Organization) to fund morale boosting care packages for the troops that have been created with items specifically requested by our military.

K. LEE STONE SUEDED SWEATSHIRT
Lee stone sueded sweatshirt with Strayer University logo embroidered on left chest. Sizes: M – 2XL (Please inquire about 3XL and 4XL) Price: $30.00 (add $2.00 for 2XL)

L. STRAYER MUG
Designer ceramic mug; 14 oz. two-tone warm gray & brown with burgundy Strayer University logo. Price: $8.00

M. STRAYER UMBRELLA
60” golf umbrella in khaki & burgundy with burgundy Strayer University logo on two panels; metal shaft with wood handle. Price: $22.00

ORDER TODAY
Phone: 800.878.7304 540.347.2150
Fax: 540.347.2520
Mail: Meyer Marketing 7336 Westmoreland Drive Warrenton, VA 20187
E-Mail: mmktng@erols.com

You can also fill out an order form online at http://studentserver.strayer.edu, and click on “Virtual Gift Shop.” Please make checks payable to Meyer Marketing.
Sharpen your skills, advance your career and apply new technologies to your classroom with a Master of Education* from Strayer University. For more than 110 years, Strayer University has been helping working adults continue their education, while still having time for work and family obligations.

Strayer University’s Master of Education program combines information technology tools, business skills and education theories to provide you with real-life techniques that you can apply immediately to classroom situations, education management and administrative challenges.

For more information about our new Master of Education program, contact a campus near you at 1.888.4.STRAYER. Or visit http://education.strayer.edu.

* This program is not currently available in Pennsylvania, South Carolina and Tennessee.