

\*\$75 - FAU faculty/staff/alumni  
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For more information, contact  
[AdamsCenter@fau.edu](mailto:AdamsCenter@fau.edu)

(\*per series)

ADMIT ONE

Special Topics Series in:

# ENTREPRENEURSHIP

[fauf.fau.edu/SpecialTopicsSeries](http://fauf.fau.edu/SpecialTopicsSeries)

## SOCIAL ENTREPRENEURSHIP

August 24, August 31, September 7, September 14, and September 21

*Thursday nights 6:30 - 9:20 pm*

This introductory course in social entrepreneurship will go over the paradigm-breaking theories of using revenue generating business models to drive change in society or the environment. Why use business as a force for change? Evidence shows that the social sector is not the best vehicle for this; in fact, 1,000,000,000 people were lifted out of extreme poverty through responsible allocation of resources, not through traditional charity. Learn how this happened, and how you can make money helping others. We will examine non-profit social enterprises, for-profit social enterprises, cause marketing firms, and impact investing houses. One day, all business will be social business.

### Course Instructor Bio:



**Alexander Golding** is the CEO and Founder of Helped Hope, LLC, a for-profit social enterprise that educates the public on the topics of social enterprise and impact investing. He is also the Founder and Director of the Florida Impact Investing Initiative, a non-profit which educates both retail and institutional constituents about market rate impact investing. Alexander routinely educates business owners and investment allocators about these topics and has held seminars at three Florida Universities as well as at the United Nations Headquarters in New York City. Though he prefers to stay on the “for-profit” side, he participated in the creation of Social Venture Partners Miami, a non-profit venture philanthropy fund designed to support non-profit social enterprises in Miami.

Alexander received his Bachelor’s of Science in Finance from the Leonard N. Stern School of Business at New York University.

If accommodation(s) for a disability is required, contact [AdamsCenter@fau.edu](mailto:AdamsCenter@fau.edu) or call 561-297-3654 a minimum of five (5) working days in advance of the date of the event.

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## FUNDAMENTALS OF FRANCHISING

September 28, October 5, October 12, October 19 and October 26.

*Thursday nights 6:30-9:20 pm*

Many of the service businesses we deal with every day include restaurants, lawn care, and fitness studios are franchised. Whether you are interested in franchising as a way to get into business for yourself or because you have a great concept you'd like to expand, this module will focus on the fundamentals of franchising. What makes a good franchise, when is a concept ready for franchising, what laws govern franchising, and what to expect as a franchisee or franchisor. We will further examine the reasons why some franchises succeed and why others fail.

### Course Instructor Bio:



**Jim Greco** is an industry consultant and investor in the food manufacturing and restaurant industries with more than 25 years' experience as a senior executive specializing in growth and turnaround. Mr. Greco most recently served as president at Newk's Eatery, a next generation fast casual chain acquired by Sentinel Capital in 2014. During his tenure the company expanded by 70%. Prior to Newk's, Mr. Greco served as chief executive at Sbarro, one of the world's leading Italian quick service chains with more than 1,000 locations in 40 countries. In 2003, Mr. Greco partnered with Sun Capital to acquire Bruegger's Enterprises and served as its chief executive officer. While there he was named Operator of the Year by Nation's Restaurant News. From 1991 to 2002, Mr. Greco led two private label food manufacturing companies where he designed and executed

strategic plans to revitalize and grow the businesses. Mr. Greco began his career in the practice of law and holds a JD from the University of Miami and a BA in economics from Georgetown University. He is the author of several articles on management and leadership.

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## FAMILY BUSINESS

November 2, November 9, November 16, November 30, and December 7

*Thursday nights 6:30-9:20 pm*

Firms of all sizes and ages, which are owned, operated and/or controlled by families, have unique challenges that differ from non-family businesses. Family firms are faced with issues of managing the family relationship in addition to the business relationship, succession to the next generation, development of entrepreneurial family members and balancing the interests of the family and the firm with the interests of non-family managers and employees. This module examines the distinctive issues facing the family firm, whether a large publicly traded firm or a small / medium sized privately held business, including management and governance best practices, dealing with challenges of growth and succession and developing an innovative organization through the generations.

### Course Instructor Bio:



**Roland Kidwell** is DeSantis Distinguished Professor of Management and Entrepreneurship, Chair of the Management Programs Department and Director of the Adams Center for Entrepreneurship in the College of Business at Florida Atlantic University. He has taught courses in management, new ventures, entrepreneurial management and family business at the undergraduate and MBA levels. His research focuses on family firms and franchisor-franchisee relationships. This research includes leadership succession, dysfunctional behavior and corporate governance in family firms. He has a PhD in Business Administration from Louisiana State University, Baton Rouge, and will complete certification as a Family Business Advisor through the Family Firm Institute in June 2017.

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