

Building Sustainable Partnerships and Creating Opportunities

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March 26, 2009

Reality #1

- We need to think like entrepreneurs

Reality #2

Opportunity is knocking

Reality #2

Great Bailout of 2008 ☹️

Reality #2

Great Bailout of 2008 ☹️

+

Great Stimulus of 2009 😊/☹️

Reality #2

Great Bailout of 2008 ☹️

+

Great Stimulus of 2009 😊/☹️

= Great OPPORTUNITY 😊😊😊😊

Partnership Development Process

- Conduct environmental scan of your institution
- Conduct environmental scan of your community
- Find potential “matches”
- Reach out to “prospects”
- Develop “mutually beneficial initiatives”

Of course, ROI matters but...

- The goal is SUSTAINABILITY

Practical Application – Geothermal Energy Program

- Problem: Need to reduce energy costs
- Solution: Use mine water as viable heating/cooling energy source
- Partners: Marywood, Wilkes University, Penn State Cooperative Extension, Ben Franklin Technology Partners of NEPA, Greater Scranton Chamber of Business & Industry, Quadrant, Greenman Pedersen, Inc.

Practical Application – Land Design/Environmental Remediation

- Opportunity: 40-acre Brownfield Reclamation
- Solution: Engage community in the re-use/re-development of a portion of the site
- Partners: Marywood, Artist Patricia Johanson, City of Scranton Parks/Recreation, Lackawanna County Parks/Recreation, Office of Surface Mining, residents, students, many others, etc.

Fair Park Lagoon, Dallas, TX

Patricia Johanson



Marywood's Land Design/ERI Proposed Site



Practical Application – GVTA Business Plan Competition

- Great Valley Technology Alliance (2000) launched BPC in 2003 to retain talent
- NEPA students from 14 colleges/ universities
- \$80,000 start-up cash and in-kind services

GVTA BPC

- Sponsored by member colleges/universities, local Chambers of Commerce, and businesses
- Volunteer Organizing Committee plans/hosts

GVTA BPC

- Faculty “mixer”
- Business Plan “Help Sessions”
- “Presentation Skills Help Session”

GVTA BPC

- Results:

2009 marks 7th year of BPC

Over 22 companies incorporated

Partnership Development Process

- Environmental scans
- Find matches
- Identify prospects
- Reach out
- Develop mutually beneficial initiatives

And then...

- Leverage your partnerships to secure resources!

The Challenge

- Get everybody to think like an entrepreneur!
- *“Entrepreneurs focus on **opportunity** not resources”*

(Kiyosaki, 2006)

Questions?