

JOHN W. ALTMAN

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(775) 848-3937 (cell)

EDUCATION

M.A. Fuller Theological Seminary, 1987 Major: Theology

A.B. Miami University, 1960 Major: Economics

Harvard University, Graduate School of Business, Owner/President Management Program, a three-year certificate program, 1990-1992

HONORARY

Doctor of Humane Letters, D.H.L., Sierra Nevada College, 2007

Doctor of Humane Letters, D.H.L., Phillips Graduate Institute, 2002

Doctor of Humane Letters, D.H.L., Miami University, 1990

PROFESSIONAL EXPERIENCE

2013-Present: National Board of Trustees, Miami University

2013-Present: Adjunct Professor of Entrepreneurship, Richard T. Farmer School of Business, Miami University

2008-Present: Board of Visitors, Richard T. Farmer School of Business, Miami University

2007-2009: GoPicnic.com, Chairman of the Board of Directors

2003-2010: Co-Founder, BlackRock Systems, LLC

2005-2007: Chairman of the Board of Trustees, Sierra Nevada College

2005 (summer): Richard A. Forsythe Visiting Professor in Entrepreneurship, Richard T. Farmer School of Business, Miami University Luxembourg Campus

2003-2005: Visiting Professor, Lester Center for Entrepreneurship, Haas School of Business, University of California-Berkeley, Berkeley/Columbia Executive MBA

2000-2003: Vice President of Strategic Futures, Kauffman Center for Entrepreneurial Leadership, Ewing Marion Kauffman Foundation, Kansas City

1999-Present: Chairman and CEO, John W. Altman Charitable Foundation, Reno, Nevada

1999-2001: Visiting Professor, Department of Organizational Behavior, Phillips Graduate Institute

1998-2003: First Robert E. Weissman Professor of Entrepreneurial Practice, Arthur M. Blank Center for Entrepreneurship, Babson College

1994-1998: First Richard A. Forsythe Professor in Entrepreneurship, Richard T. Farmer School of Business, Miami University

1994-1998: First Director, Thomas C. Page Center for Entrepreneurship, Richard T. Farmer School of Business, Miami University

1992-1994: Herbert E. Markley Visiting Executive Professor of Business, Richard T. Farmer School of Business, Miami University

In more than three decades as an entrepreneur I was owner, founder and/or partner in six businesses, two of which were harvested to USI and ICI. I was a senior manager of two multi-national corporations, Rohm & Haas and ICI from 1960-1967 and 1990-1992, respectively.

COMMUNITY SERVICE

2003-2007: Co-Founder and Advisory Board Member, Nevada Center for Entrepreneurship & Technology

2003-2007: Honorary Director of Entrepreneurship for the State of Nevada, appointed by Governor Kenny Guinn

2002-2013: Co-Chair, Successful Miami University \$500,000,000 Major Gifts Campaign

UNDERGRADUATE AND GRADUATE COURSES TAUGHT

Entrepreneurship: New Ventures. Case approach to problems involved in the creation and start-up of high potential business ventures.

Entrepreneurship: Dilemmas and Debates. A sprint course taught at Miami University, as the Thomas C. Page Scholar in Residence. Key issues for entrepreneurs were researched and discussed by students and leading experts in each field.

International Entrepreneurship: Strategy, Culture and Opportunity. A comparison of European start-ups versus the United States utilizing research from the Global Entrepreneurship Monitor (GEM). The course was taught in Luxembourg & the USSR.

Corporate Venturing: Develops student respect for problems and risks that face entrepreneurs in complex organizations. This awareness improves intrapreneurial success rates by creating and evaluating opportunity, measuring risk, recognizing cultural barriers and opportunities, overcoming obstacles and institutionalizing change.

Introduction to Business: Study of relationships between business and its environment, social responsibilities of business, functions of business, and business management.

CREDIT WORKSHOPS AND CONTINUING EDUCATION AS LEAD INSTRUCTOR

“Mastering the Case Study Classroom,” Santiago, Chile, January 2003

"Introduction to Venturing," Lecturer, Haas School of Business, University of California-Berkeley, 2002-2003

“Entrepreneurship and Philanthropy: Introducing Mr. K,” Rensselaer Polytechnic Institute, TEE, May 2001

“Strategic Initiatives for Corporate Entrepreneurship,” SODEXHO Alliance, School of Executive Education, Babson College, 2001-2002

“Corporate Venturing: An Entrepreneurial Dimension,” Syracuse University, Graduate School of Sales Management and Marketing Executive Encore Program, May 2000

“Case Study Teaching: Content, Process and Board Preparation,” LLEEP Clinic, University of Colorado, February 2000, October 1999

“Forcing Change in Entrepreneurial Companies,” Smaller Business Association of New England Educational Center (SBANE) and Babson College Center for Executive Education, October 1999

TEACHING INNOVATIONS

Introduced case research and writing for graduate students as the major course requirement for Corporate Entrepreneurship at Babson College.

Introduced the intra-plan concept as the major course requirement for Corporate Venturing at Babson College. Students are required to identify, research, and complete a business plan for a signature company on corporate venturing.

Initiated an on-going, interdisciplinary relationship with the Department of Manufacturing Engineering, Miami University, involving engineering students in the design and manufacture of products and *Entrepreneurship: New Ventures 467/567* students assisting engineering students with the preparation of budgets, income statements, and business planning

The inclusion and training of experienced entrepreneurs as evaluators of business plans and advisors for business start-ups. Each volunteer is required to use a business plan critique developed by the entrepreneurship faculty. Students receive a written evaluation on the strengths and weaknesses of their business plans as well as risks/obstacles/barriers that must be overcome prior to starting their particular business.

TEACHING AWARDS AND FORMAL RECOGNITION

1999 Effective Educator of the Year Nomination from the Miami University Alumni Association

1999 Golden Key National Honor Society, Honorary Member, Babson College

1998 Effective Educator of the Year Nomination from the Miami University Alumni Association

1997 Outstanding Faculty/Staff Award from the Interfraternity Council, Pan Hellenic Association and the Office of Greek Affairs, nominated by Delta Tau Delta Fraternity

1994 Outstanding Teacher Award from the Associated Student Government, Miami University

RESEARCH, CREATIVE, AND OTHER SCHOLARLY ACTIVITIES

"An Integrative Model for Corporate Venturing," John W. Altman and Andrew Zacharakis, *The Journal of Private Equity*, 2003

"Entrepreneurs as Philanthropists: Ewing Marion Kauffman and Mario Morino Case Study Series," John W. Altman and Marilyn L. Taylor, 2003

"Polartec (A), (B) & (C): A Series of Entrepreneurial Ethics Cases," John W. Altman and Margaret C. DePalma, Babson College, 2003

"Collecting Well: Whose Money Is It Anyway?" John W. Altman and Leonard C. Green, *EntreWorld*, Ewing Marion Kauffman Foundation, 2003

"Mario Morino: The Dilemmas of a Not-For-Profit Entrepreneur," John W. Altman and Marilyn L. Taylor, NACRA, 2002

"American Formula for Growth: Federal Policy and the Entrepreneurial Economy, 1958-1998," *A Virtuous Cycle of Wealth Creation and Reinvestment*, National Commission on Entrepreneurship, Washington, DC, 2001

"An Integrative Model for Corporate Venturing." Writers: John W. Altman and Andrew Zacharakis, Babson-Kauffman Research Conference, Wellesley, MA, June 2000. Published in *Frontiers of Entrepreneurship Research 2000*, February 2001

"XEROX: XNE. A New Benchmark for Corporate Venturing." Dianne St. Jean, case writer, Arthur M. Blank Center for Entrepreneurship, Babson College, under the direction of Professor John W. Altman. Includes two video segments, March 2000

"Chrysler: The Rebirth of an Automaker," Dianne St. Jean, case writer, Arthur M. Blank Center for Entrepreneurship, Babson College, under the direction of Professor John W. Altman. Includes video segments, January 2000

"Eureka Ranch! A Case in Entrepreneurial Creativity." Andrea Alyssa, case writer, Arthur M. Blank Center for Entrepreneurship, Babson College, under the direction of Professor John W. Altman. Includes video segment, August 1999

"Understanding Factors that Trigger Entrepreneurial Behavior in Established Companies: Cross-Cultural Perspectives." Writers: Michael H. Morris, Miami University, John W. Altman, Babson College, and Shaker Zahra, Georgia State University. This study was presented at the Babson-Kauffman Research Conference, Sheldon, South Carolina, March 1999, and published in the proceedings, *Frontiers of Entrepreneurship Research 1999*, November 1999

"The Need for Adaptation in Successful Business Concepts: Strategies for Entrepreneurs." Writers: Michael H. Morris, Miami University, John W. Altman, Babson College, and Leyland F. Pitt, Cardiff Business School. Presented at USASBE Conference, San Diego, January, 1999 and printed in the proceedings

PRESENTATIONS AND PUBLIC FORUMS

"The Road Less Traveled," Commencement Address, Sierra Nevada College, May 2007

"From Then to Now: A 15 Year Retrospective," Keynote Address, Miami University Academy of Entrepreneurs, April 2007

"Entrepreneurship: Mapping the Territory for America's Volunteers," Service Core of Retired Executives (SCORE) District Directors Conference, New Orleans, December 2003

"Creating the Entrepreneurial Society: The role of government policy and practice in facilitating corporate entrepreneurship," Keynote Speaker, Corporate Entrepreneurship and Innovation Conference, Melbourne, Australia, August 2003

"Entrepreneurial Leadership and Public Policy Workshop," Senior Management Programmed, Institute of Policy Development, Singapore Civil Service College, May 2003

"American Public Policy and the Entrepreneurial Society: 1958-1998," Keynote Speaker, Best of the New West Public Policy Forum, Silver & Gold Venture Capital Conference, October 2002

"The Role of Government in an Entrepreneurial Society: The American Experience," Singapore Entrepreneurship Conference, Civil Service College, May 2002

"Designing an Academic/Practitioner Undergraduate Study of Entrepreneurship," Conference on Entrepreneurship Education, United States Association for Small Business and Entrepreneurship (USASBE) Conference on Entrepreneurship Education, Clearwater, Florida, 1998

AWARDS AND FORMAL RECOGNITION

2008 *Alumni Achievement Award*, Delta Tau Delta, National Karnea

2001 First Inductee, Miami University Academy of Entrepreneurs

1998 Edwin W. Appel Award for Outstanding Contributions to the Entrepreneurial Spirit in Academia, Babson College

1998 USASBE/Kauffman Foundation Outstanding Undergraduate Program in Entrepreneurship Education, Clearwater, FL

1997 USASBE/Kauffman Foundation Outstanding Undergraduate Program in Entrepreneurship Education, San Francisco

1997 Ernst & Young Entrepreneur Supporter of the Year, Cincinnati/Northern Kentucky District

1993 John E. Dolibois Alumni Award, Miami University

GRANTS

1. Kauffman Foundation Three Year Grant (\$250,000) for the development and implementation of a SEE Program West under the auspices of LLEEP (Lifelong Learning for Entrepreneurial Educator Professionals), June 1999
2. Forsythe Solutions/Hewlett Packard Three Year Grant (\$250,000) for the Development and Implementation of an International Enterprise Creation Competition (cash \$150,000, gifts-in-kind \$100,000)
3. Ohio Department of Development Grant (\$2500) for the First Annual Enterprise Creation Competition, April 1998

Statement of Education

A. Educational Philosophy

My philosophy for an enriched learning environment is the role of professor as first among equals. That is, a milieu of fellow students in an educational partnership where each, student and professor, have the responsibility to be fully prepared for, and enthusiastically embrace, each and every learning experience.

I believe that insight (or truth) can be an exciting experience for faculty and students alike. I believe it essential, and central to my educational philosophy, that my classroom model honesty and integrity, along with creativity, reflecting my own value system for life and business.

I try to teach my students to remain actively involved in the innovative process for life -- a commencement mentality if you will. I try to model for them that they must be their own life time teachers continuously gathering and discarding the appropriate skill sets required for lifelong learning, success, and service to society.

B. Pedagogy

I am a case study teacher. It is my belief that case study pedagogy best supports my educational philosophy. I believe that learning is integral. I believe that learning is enhanced when individuals are free to create their own responses in a given situation. I believe that learning occurs best when theory is integrated with actual activities.

Most importantly I believe that learning occurs largely by self-discovery. That is, that self-discovery is not just an intellectual awareness of knowledge, but is the ability to apply knowledge. In sum, I believe that case study pedagogy helps develop a framework to reason conceptually, assess risk accurately and act decisively.

I. TEACHING AND ACADEMIC ADVISING

A. Classroom teaching

1. Undergraduate and graduate courses taught:

- a) *Marketing 300 Entrepreneurship: Dilemmas and Debates* (3). A sprint course taught at Miami University, as the Thomas C. Page Scholar in Residence. Key issues for entrepreneurs were researched and discussed by students and leading experts in each field.
- b) *EPS 3571 Corporate Venturing* (4). Develops student respect for problems and risks that face intrapreneurs. This awareness improves intrapreneurial success rates by creating and evaluating opportunity, measuring risk, recognizing cultural barriers and opportunities, overcoming obstacles and institutionalizing change.
- c) *EPS 7540 Corporate Venturing* (3). Develops student awareness of corporate venturing utilizing a business plan/client based approach, case studies and a specific study of innovation, intrapersonal and corporate culture.
- d) *MGT 111 Introduction to Business* (3). Study of relationships between business and its environment, social responsibilities of business, functions of business, and business management.
- e) *MGT 467/567 Entrepreneurship: New Ventures* (3). Case approach to problems involved in the search for, evaluation of, and initial operation of high potential business ventures. Cross-listed with DSC 467/567, FIN 467/567 and MKT 467/567.
- f) *MGT 490/590 Contemporary Issues* (3). Entrepreneurship and Venture Restructuring in Russia.

2. Evaluation of teaching

- a. Student Evaluations available upon request.
- b. Peer Evaluations

Peer evaluations in 1993 (Dr. David Cowan, Department of Management), in 1995 (Gail Johnson, Coordinator, Instructional Analysis) and 1995 (James Dubinsky and Frances Rainey, doctoral candidates, Department of English) greatly improved my instructional skills, especially my ability to teach business plan writing.

B. Awards and formal recognition for teaching

1. 2001 *Effective Educator of the Year Nomination* from the Miami University Alumni Association
2. 1999 *Effective Educator of the Year Nomination* from the Miami University Alumni Association
3. 1999 *Golden Key National Honor Society*, Honorary Member, Babson College
4. 1998 *Effective Educator of the Year Nomination* from the Miami University Alumni Association

5. 1997 *Outstanding Faculty/Staff Award* from the Interfraternity Council, Panhellenic Association and the Office of Greek Affairs, nominated by Delta Tau Delta Fraternity
6. 1996 *Effective Educator of the Year Nomination* from the Miami University Alumni Association
7. 1994 *Outstanding Teacher Award* from the Associated Student Government, Miami University

B. Independent Studies (1-3 hours)

1. 1997 Joseph C. August, Business Plan Start-up "An Alternative Weekly Newspaper."
2. 1997 David E. Marciniak, "Organization and Operation of Landscaping Business," with Professor Lewis Welshofer.
3. 1997 Joni K. Lynch, "Women in Entrepreneurship."
4. 1997 David Levy, a Miami University business planning project for an indoor tennis center.
5. 1996 David E. Fleck, Robert A. LaMontagne, Sharon L. Ross, John C. Whapham, preparation for a consumer products business start-up.
6. Scott Harrington, preparation for a Miami University venture fund start-up entitled Universal Grounds, Inc.
7. 1994 Claudia Driskell, Douglas Fournier, Aaron Simmons, preparation for a Miami University venture fund start-up entitled Sincerely Yours, Inc.
8. 1993 Mark Hendrickson, a study on "Entrepreneurship in American Society."

C. *Credit Workshops and Continuing Education as Instructor*

1. J. William Fulbright Foreign Senior Specialist Candidate, 2003
2. Visiting Professor, Miami University-Luxembourg, Summer 2003
3. "Entrepreneurial Leadership and Public Policy," Senior Management Programme, Singapore Service College, Spring 2003
4. Visiting Professor, University of California-Berkeley/Columbia Executive MBA Program, Spring 2003
5. "Mastering the Case Study Classroom," Santiago, Chile, January 2003
6. "Introduction to Venturing," Lecturer, Haas School of Business, University of California-Berkeley, 2002-2003
7. "Entrepreneurship and Philanthropy: Introducing Mr. K.," Rensselaer Polytechnic Institute, TEE, May 2001
8. "Thoughts from a Recovering Entrepreneur," Babson College, May 2001
9. "Strategic Initiatives for Corporate Entrepreneurship," SODEXHO Alliance, School of Executive Education, Babson College, 2001-2002

10. "Entrepreneurial Strategies and Tactics for Senior Managers," Babson Program on Corporate Entrepreneurship, March 2001
11. "Entrepreneurial Strategies and Tactics for Senior Managers," Babson Program on Corporate Entrepreneurship, November 2000
12. "An Idea Blossoms: Ruth M. Owades," The Experiential Classroom, Miami University, September 2000
13. "Vivendi: A Custom Program for Corporate Entrepreneurship," Babson Center for Executive Education, June 2000
14. "Corporate Venturing: An Entrepreneurial Dimension," Syracuse University, Graduate School of Sales Management and Marketing Executive Encore Program, May 2000
15. "Corporate Venturing," Babson Executive Education Program, February 2000
16. "Case Study Teaching: Content, Process and Board Preparation," LLEEP Clinic, University of Colorado, February 2000, October 1999
17. "Forcing Change in Entrepreneurial Companies," Smaller Business Association of New England Educational Center (SBANE) and Babson College Center for Executive Education, October 1999
18. "Board Room to the Classroom/Entrepreneurship to Educator: What Academics and Practitioners Can Learn From Each Other," Price-Babson College Fellows Symposium for Entrepreneurship Educators (SEE-15), June 1999
19. "Lifelong Learning for Entrepreneurial Educator Professionals," Price Babson College Fellow Program, REFLECT '99, June 1999
20. "Corporate Venturing: How to Grow New Businesses Within Your Business," Syracuse University, Graduate School of Sales Management and Marketing Executive Encore Program, May 1999
21. "Corporate Venturing: How to Grow New Businesses Within Your Business," Center for Executive Education, Babson College, February 1999
22. "Corporate Venturing: Fostering Entrepreneurship Within Your Company," Syracuse University, Graduate School of Sales Management and Marketing Executive Education Program, June 1998
23. "Corporate Venturing: How to Grow New Businesses Within Your Business," Syracuse University, Graduate School of Sales Management and Marketing Executive Encore Program, June 1998
24. "Teaching Entrepreneurship: The Endowed Chair of the Junkyard Dog," Price Babson College Fellow Program, REFLECT '98, May 1998
25. "Board Room to the Classroom/Entrepreneurship to Educator: What Academics and Practitioners Can Learn From Each Other," Price-Babson College Fellows Symposium for Entrepreneurship Educators (SEE-14), May 1998
26. "Corporate Venturing: Fostering Entrepreneurship Within Your Company," Syracuse University, Graduate School of Sales Management and Marketing, June 1997
27. "Corporate Venturing: How to Grow New Businesses Within Your Business," Syracuse University, Graduate School of Sales Management and Marketing Executive Encore Program, June 1997
28. "Teaching Entrepreneurship: The Endowed Chairs of the Junkyard Dogs," Price-Babson College Fellows Program, REFLECT '97, May 1997
29. "Board Room to the Classroom/Entrepreneur to Educator: What Academics and Practitioners Can Learn From Each Other," Price-Babson College Fellows Symposium for Entrepreneurship Educators, (SEE-13), May 1997
30. "Corporate Entrepreneurship" and "Barriers to Intrapreneurship," Syracuse University, Graduate School of Sales Management and Marketing, June 1996
31. "Board Room to Classroom/Entrepreneur to Educator: What Academics and Practitioners Can

- Learn From Each Other," Price-Babson College Fellows Symposium for Entrepreneurship Educators (SEE-12), May 1996
32. "Using the Case Method in the College Classroom: a Hands-on Approach for Faculty," Thomas More College, Greater Cincinnati Consortium of Colleges and Universities Faculty Development Workshop, November 1996
 33. "An Interdisciplinary Seminar in Community Leadership," Miami University, School of Education and Allied Professions, for Ohio Secondary Teachers, with Dr. Thomas Speh, Department of Marketing, Miami University, November 1992

D. Curriculum Development

1. *Marketing 300 Entrepreneurship: Dilemmas and Debates.* A sprint course taught at Miami University, as the Page Scholar in Residence, Spring 1999. Key issues for entrepreneurs were researched and discussed by students and leading experts in each field.
2. *Mgt 467 Entrepreneurship: New Ventures.* A case approach requiring a major written business plan project critiqued in both its written and oral presentations by faculty and practitioners. Miami University's (LEC) approved this course as a capstone in 1994. This course was adopted in its entirety at Farleigh-Dickinson University and Monmouth College.
3. *Mgt 469 Corporate Venturing: Intrapreneurship.* A cross-disciplinary course examining the latest research and case studies on implementing corporate entrepreneurship. A shortened version of this course was taught at Syracuse University to Fortune 500 CEOs.
4. Future courses in entrepreneurship based on a survey of the top 25 entrepreneurship programs in the U.S. A proposed minor in entrepreneurship was submitted to the Undergraduate Studies Committee of the RTFSBA in April and October 1997.
 - a) Entrepreneurial Finance. An examination of the start-up financing process with particular emphasis on funding sources, both debt and equity. The creation of value and a feasible exit strategy, e.g., IPO's would also be examined.
 - b) Franchising. An analysis of franchising from the perspective of both the franchisee and franchiser. Particular emphasis will be on capitalization, managing growth, human resources and the "roll-out" process of a potentially franchisable idea.
 - c) The Family Business. An examination of the complex dynamic, both personal and interpersonal, found in family owned and managed companies. Conflict resolution, estate planning and succession strategies would be examined.
 - d) Entrepreneurial Marketing. The central focus would be on the strategic positioning of privately held companies in a market place often dominated by larger, better financed competitors. Key topics would include product development, pricing strategies, public relations and management of the sales force.
 - e) International Entrepreneurship. An examination of entrepreneurial opportunities which transcend national boundaries. Topics would include cultural awareness, letters of credit, customs procedures, duties, exchange rates, partnering, bartering, strategic alliances and

repatriation of profits.

5. Applied Research Leave was granted in the Spring 1998 to fully develop two courses listed above: a) Entrepreneurial Finance and b) Entrepreneurial "Guerilla" Marketing.

E. Teaching Innovations

1. Introduced case researching and writing for graduate students as the major course requirement for Corporate Entrepreneurship at Babson College.
2. Introduced the intra-plan concept as the major course requirement for Corporate Venturing at Babson College. Students are required to identify, research, and complete a business plan for a signature company on corporate venturing.
3. Initiated an on-going, interdisciplinary relationship with the Department of Manufacturing Engineering, Miami University, involving engineering students in the design and manufacture of products and *Entrepreneurship: New Ventures 467/567* students assisting engineering students with the preparation of budgets, income statements, and business planning.
4. The inclusion and training of experienced entrepreneurs as evaluators of business plans and advisors for business start-ups. Each volunteer is required to use a business plan critique developed by the entrepreneurship faculty. Students receive a written evaluation on the strengths and weaknesses of their business plans as well as risks/obstacles/barriers that must be overcome prior to starting their particular business.

F. Academic Advising

1. Faculty Advisor, Battelle Memorial Institute, National Case Competition, First Place Award, Denise Chew and Edward O'Malley, "Innoventure: matching innovative intellectual property to appropriate commercial markets through licensing and new venture creation," 2002
2. Mentor for Upper Class Junior Entrepreneurship Students, Babson College, 1999-
3. Course Coordinator and Advisor, Capstone Course in *Entrepreneurship: New Ventures 467/567*, Miami University, 1992-1998
4. Business Management Track Advisor, Management Minor, Miami University, 1992-1998

II. RESEARCH, CREATIVE, AND OTHER SCHOLARLY ACTIVITIES

A. Publications

1. "Creating Entrepreneurial Societies: The Role and Challenge for Entrepreneurship Education," Joseph A. Kayne and John W. Altman, *Journal for Asia Entrepreneurship and Sustainability*, July 2005
2. "An Integrative Model for Corporate Venturing," John W. Altman and Andrew Zacharakis, *The Journal of Private Equity*, 2003

3. "Polartec (A), (B) & (C): A Series of Entrepreneurial Ethics Cases," John W. Altman and Margaret C. DePalma, Babson College, 2003
4. "Entrepreneurs as Philanthropists: Ewing Marion Kauffman and Mario Morino: Case Study Series," John W. Altman and Marilyn L. Taylor. Private Report to the Ewing Marion Kauffman Foundation, 2003
5. "Whose Money Is It Anyway?" John W. Altman and Leonard C. Green, *BusinessWeek Online*, May 7, 2003
6. "Collecting Well: Whose Money Is It Anyway?" John W. Altman and Leonard C. Green, *EntreWorld*, Ewing Marion Kauffman Foundation, 2003
7. "Mario Morino A-1: The 1995 Dilemma at Legent Corporation – to Merge or Not to Merge?" John W. Altman, Paul Hentzen, and Marilyn L. Taylor, *Proceedings*, North American Case Research Association, 2002
8. "Mario Morino A-2: Computer Associates International, Inc., 1995 – Does Targeting Legent Corporation Make Sense?" John W. Altman, Paul Hentzen, and Marilyn L. Taylor, *Proceedings*, North American Case Research Association, 2002
9. "Mario Morino B: The Dilemmas of a Not-for-Profit Entrepreneur," John W. Altman, Paul Hentzen and Marilyn L. Taylor, *Proceedings*, North American Case Research Association, 2002
10. "Mr. 'K': Whither Marion?" John W. Altman and Marilyn L. Taylor. Under review by North American Case Research Association.
11. "Mario Morino A-1: The 1995 Dilemma at Legent Corporation – to Merge or Not to Merge?" John W. Altman, Paul Hentzen, and Marilyn L. Taylor. Currently under review by *Case Research Journal*.
12. "Mario Morino A-2: Computer Associates International, Inc., 1995 – Does Targeting Legent Corporation Make Sense?" John W. Altman, Paul Hentzen and Marilyn L. Taylor
13. "Mario Morino: The Dilemmas of a Not-for-Profit Entrepreneur," John W. Altman and Marilyn L. Taylor, NACRA, August 2002
14. "American Formula for Growth: Federal Policy and the Entrepreneurial Economy, 1958-1998," *A Virtuous Cycle of Wealth Creation and Reinvestment*, National Commission on Entrepreneurship, Washington, DC, 2001
15. "An Integrative Model for Corporate Venturing," John W. Altman and Andrew Zacharakis, Babson-Kauffman Research Conference, Wellesley, MA, June 2000. Published in *Frontiers of Entrepreneurship Research 2000*, February 2001
16. "Sir Percy Scott," "Lt. William Sims," "Epitaph," Babson College Cases, May 2000

17. "XEROX: XNE. A New Benchmark for Corporate Venturing," Dianne St. Jean, case writer, Arthur M. Blank Center for Entrepreneurship, Babson College, under the direction of Professor John W. Altman. Includes two video segments, March 2000
18. "Chrysler: The Rebirth of an Automaker," Dianne St. Jean, case writer, Arthur M. Blank Center for Entrepreneurship, Babson College, under the direction of Professor John W. Altman. Includes video segments, January 2000
19. "Eureka Ranch! A Case in Entrepreneurial Creativity," Andrea Alyse, case writer, Arthur M. Blank Center for Entrepreneurship, Babson College, under the direction of Professor John W. Altman. Includes video segment, August 1999
20. "Understanding Factors that Trigger Entrepreneurial Behavior in Established Companies: Cross-Cultural Perspectives." Writers: Michael H. Morris, Miami University, John W. Altman, Babson College, and Shaker Zahka, Georgia State University. This study was presented at the Babson-Kauffman Research Conference, Sheldon, South Carolina, March 1999, and published in the proceedings, *Frontiers of Entrepreneurship Research 1999*, November 1999
21. "The Need for Adaptation in Successful Business Concepts: Strategies for Entrepreneurs." Writers: Michael H. Morris, Miami University, John W. Altman, Babson College, and Leyland F. Pitt, Cardiff Business School. Presented at USASBE Conference, San Diego, January, 1999 and printed in the proceedings
22. "Tenure and the Junkyard Dog: An Entrepreneur's Life in the Academy," *Marketing Educator*, November 1997
23. "Board Room to the Classroom: What Academics and Practitioners Can Learn From Each Other," *Pulse*, Price-Babson College Fellows Program, December 1996
24. "Fabulous Filtering Formulations," *International Association of Plastic Distributors Magazine*, December 1988
25. "Acrylics," *Modern Plastics Encyclopedia*. New York: McGraw-Hill, 1987/1988 edition
26. "Acrylics," *Modern Plastics Encyclopedia*. New York: McGraw-Hill, 1984/1985 edition
27. "Acrylics," *Modern Plastics Encyclopedia*. New York: McGraw-Hill, 1981/1982 edition

B. Presentations

1. "Revisiting the Humanities: Life without a Business Degree," Miami University, November 2010
2. "These are the times that try men's souls," Miami University, October 2009
3. "Diary of a Mad Alumnus," Case Conference, Chicago, IL, December 2008
4. "The Road Less Traveled," Commencement Address, Sierra Nevada College, May 2007

5. "From Then to Now," Keynote Address, Miami University Academy of Entrepreneurs, April 2007
6. "Love and Honor to Miami," Keynote Address, Campaign for Miami Kick-Off Dinner, Miami University, April 2005
7. "Entrepreneurship: Mapping the Territory for America's Volunteers," Service Core of Retired Executives (SCORE) District Directors Conference, New Orleans, December 2003
8. "Creating the Entrepreneurial Society: The role of government policy and practice in facilitating corporate entrepreneurship," Keynote Speaker, Corporate Entrepreneurship and Innovation Conference, Melbourne, Australia, August 2003
9. "Entrepreneurial Leadership and Public Policy Workshop," Senior Management Programme, Institute of Policy Development, Singapore Civil Service College, May 2003
10. "American Public Policy and the Entrepreneurial Society: 1958-1998," Keynote Speaker, Best of the New West Public Policy Forum, Silver & Gold Venture Capital Conference, October 2002
11. "The Role of Government in an Entrepreneurial Society: The American Experience," Singapore Entrepreneurship Conference, Civil Service College, May 2002
12. "Miami University: Cradle of Entrepreneurs," Keynote Speaker, Miami University Academy of Entrepreneurs, April 2001
13. "Challenges for Entrepreneurship: The Liberal Arts College," Sierra Nevada College, February 2001
14. "Designing A World-Class Entrepreneurship Program," An Invited Presentation, University of North Dakota, May 1999
15. "The Academy and Entrepreneurship: Encouraging the Disruptive Tension," University of New Brunswick, Canada, November 1998
16. "Designing an Academic/Practitioner Undergraduate Study of Entrepreneurship," Conference on Entrepreneurship Education, United States Association for Small Business and Entrepreneurship (USASBE) Conference on Entrepreneurship Education, Clearwater, Florida, January 1998
17. "Corporate Venturing: An Examination of Creativity, Culture, Cases and Corporation," Price-Babson College, November 1997
18. "Molecules, Monomer, & Miami Memories," Graduate Seminar in Chemistry, Miami University, November 1997
19. "Entrepreneurship and the Undergraduate Business School Curriculum," University of North Dakota, October 1997

20. "Developing a Nationally Ranked Undergraduate Program in Entrepreneurship," University of North Dakota and University of Manitoba Joint Conference over the IVAN Network, October 1997
21. Moderator, Small Business Roundtable, Cincinnati, September 1997
22. "International Business: Oxymoron or Apt Descriptor?" Graduate Seminar in International Business, Miami University, September 1997
23. "Core Competencies: An Entrepreneurial Perspective," Harvard University, Graduate School of Business, Owner President Management Program, Canada, July 1997
24. "A Strategic View of an Undergraduate Curriculum in Entrepreneurship," Conference on Entrepreneurship Education, United States Association for Small Business and Entrepreneurship (USASBE) Conference on Entrepreneurship Education, June 1997
25. "Managing the Entrepreneurial Enterprise: Empowering, Enriching, Encouraging," Monmouth University, April 1997
26. "The E Generation," Alliance of Manufacturers & Exporters Canada - Manitoba Division, University of Manitoba, Winnipeg, March 1997
27. "The Art and Science of Corporate Venturing," University of Manitoba and University of North Dakota Joint Conference on Entrepreneurship, University of Manitoba, Winnipeg, March 1997
28. "Entrepreneurship: The Myth, The Magic, The Marketplace," Miami University Alumni Association, Chicago, Illinois, April 1996
29. "Investigating Entrepreneurship: A Cross-Disciplinary Approach," Richard T. Farmer School of Business Administration Business Advisory Council, March 1996
30. "Entrepreneurship: Where Russians and Americans Can Meet in a Common Pursuit," United States State Department Exchange Program, Russian/American Vocational Education Students, Miami University, February 1996
31. "Focus on Entrepreneurship: Central to the Mission," Richard T. Farmer School of Business Administration Advisory Board, October 1995
32. OPW Fueling Components - ISO (A), case presented at the annual meeting of the North American Case Research Association Case Workshop in Atlanta, November 1993. Writers: Dr. John W. Altman, Dr. John Douglas, Dr. David Rosenthal

C. Public Forums on Entrepreneurship

1. "The Entrepreneurship Tour of America," Radio America, Provo, UT, 2001
2. "The American Entrepreneur," WPTT National Public Radio, Pittsburgh, March 2000

3. "A teacher with a real-world philosophy gives Miami's business program a boost," *Cincinnati Business Courier*, May 1, 2000
4. "Instinct for ICE," *Cincinnati Business Courier*, February 1999
5. "Staying Power," *Entrepreneur Magazine*, June 1998
6. "Team is hero in business," *Business Journal*, May 1998
7. "Professor enriches MU entrepreneurship," *The Miami Student*, April 1998
8. "Area entrepreneurs bullish, despite ranking," *Cincinnati Business Courier*, January 1998
9. "Small Business Roundtable," *Cincinnati Business Courier*, October 1997
10. "'Junkyard Dog' leading the pack," *Hamilton Journal-News*, July 1997
11. "'Junkyard dog' finds a home in the schoolyard," *Cincinnati Business Courier*, June 1997
12. "Been There, Done That: College Professor Rocks B-school boat," *Rainbow*, Delta Tau Delta Fraternity, Spring 1997
13. "'E Generation' succeeds 'X': Government is in the way," *The Winnipeg Sun*, March 1997
14. "The Morning Show," Interview with Canadian Broadcasting Corporation, March 1997
15. "Miami Prof Rocks Business School Boat," Associated Press interview, January 1997
16. "Like Nobody's Business: what makes the business school so darn good?" *The Miami Forum*, December 1996
17. "Universal Grounds grinds the perfect blend," *The Miami Student*, November 1996
18. "A crash course in crisis management," *Small Business News*, May 1996
19. "Are you prepared for the worst?" *Small Business News*, May 1996
20. "In sickness and in health," *Small Business News*, May 1996
21. "To the best of our knowledge," National Public Radio, February 1996
22. "Phi's at the Top: Entrepreneurship 101," *The Scroll*, Phi Delta Theta, February 1996
23. "Entrepreneurship course sparks student interest," *The Miami Student*, October 1995
24. "Faculty Spotlight: Dr. John Altman," *First Things First*, May 1995
25. "An Entrepreneur Views Academia," *Small Business News*, May 1995

26. "Working Students: small businesses emerging on college campuses," *Hamilton Journal-News*, February 1995
27. "Miami business prof tells students to think small," *Small Business News*, Cincinnati-Northern Kentucky, June 1994
28. "Professor invests time, money in students," *Columbus Dispatch*, October 1994
29. "Miami Man: John Altman returns to his alma mater to share intricacies of entrepreneurship," *Hamilton Journal-News*, February 1994
30. "Aim low, prof tells students," *The Cincinnati Enquirer*, June 1993
31. "Business prof favors networking," *Hamilton Journal-News*, April 1993

D. Professional Development Workshop Participation

1. "The Art of Venturing: Entrepreneurship in Corporate and Independent Settings," J.L. Kellogg Graduate School of Management, Northwestern University, March 1997
2. "Leadership Breakthrough Training," Rapport Leadership International, Lake Tahoe, November 1999
3. Harvard University, Graduate School of Business, OPM Case Study Seminars, Canada, July 1997
4. "Re-shifting the curriculum to an interdisciplinary format," Strategic Planning, Tabor Business School, Millikin University, December 1996-May 1997
5. Non-Profit Governance and A Research and Consulting Collaboration Workshops, The Cheswick Group, W. Palm Beach, FL, February 1996
6. Greater Cincinnati Consortium of Colleges and Universities Faculty Development Workshop, "Using the Case Method in the College Classroom," Miami University, February 1996
7. Harvard University, Graduate School of Business, OPM Case Study Seminars, Switzerland, July 1995
8. IBS-M Summer School: "Modern Russia: Business, Economics, Politics," Institute of Business Studies, Moscow, June 1995
9. Association of Governing Boards and Universities, "A College Workshop," Washington, D.C., May 1995
10. Authorware as a Presentation Tool Workshop, Miami University, March, 1995
11. Liberal Learning Initiative: Selected University Needs and Market Research Workshop, Millikin University, Decatur, IL, February 1995

12. Price-Babson College Fellows Program Symposium for Entrepreneurship Educators, Boston, MA, June 1994
13. "Vision into the Twenty-First Century Board Planning Workshop," Millikin University, November 1993
14. Harvard University, Graduate School of Business, OPM Case Study Seminars, Aspen, Colorado, July 1993

III. PROFESSIONAL SERVICE

A. *Service to the Profession*

1. Founding Member, Council of Entrepreneurship Chairs, Vermillion, SD, 1995-1998
2. Trustee, Millikin University, Decatur, IL, 1993-1996
3. Chairman, Millikin University Budget & Finance Committee, Decatur, IL, 1994-1996
4. Chairman, Fuller Theological Seminary Extension Advisory Board, Orange, CA, 1986-1991
5. Trustee, Fuller Theological Seminary, Pasadena, CA, 1988-1991

B. *Service to Babson College*

1. "Century 21: The Age of Entrepreneurship," Babson Alumni Association, Los Angeles, April 1999
2. "Amazing Entrepreneurial Facts," American Marketing Association, Boston Chapter, December 1998

C. *Service to the Arthur M. Blank Center for Entrepreneurship*

1. Babson College Delegate National Consortium of Entrepreneurship Centers, 1999–2003
2. Arthur M. Blank Center for Entrepreneurship (AMBCE) Strategic Planning Committee, 1998-2003
3. Lifelong Learning for Entrepreneurial Educator Professionals (LLEEP) Planning Committee, 1998-2003

D. *Service to Miami University*

1. Major Gifts Campaign Chairman (\$500 million goal), Miami University, 2002-2010
2. Keynote Speaker, Miami University Alumni Association, Cincinnati Chapter, May 1997

3. President, Performing Arts Council Advisory Board, Miami University, 1996-1998
4. Chairman, Gift Committee, Class of 1960 Reunion, Miami University, 1995
5. Keynote Speaker, "From the Board Room to the Classroom," Miami University Alumni Association, Chicago, IL, September 1995
6. Keynote Speaker, "The Language of Business," Miami Valley Ohio Chapter of the Institute of Management Accountants (IMS), Oxford, OH, April 1995
7. Member, Athletic Director Search Committee, Miami University, 1995
8. Member, Athletic Director Task Force, Miami University, 1994
9. Treasurer, Performing Arts Board, 1994
10. President, Friends of the Library, Miami University, 1994-95
11. Member, CPPPO/Page Center Teleconferencing Center Grant Proposal Committee, 1994
12. Keynote Speaker, "From the Board Room to the Classroom," Miami University Alumni Association, Los Angeles, CA, March 1995
13. Keynote Speaker, "From the Board Room to the Classroom," Miami University Alumni Association, San Francisco, CA, December 1994
14. Keynote Speaker, "A Businessman's View of Higher Education," Miami University Alumni Association, Dayton and Columbus, OH 1993
15. Member, Miami University Performing Arts Advisory Committee, 1992-1998
16. Vice President, Friends of the Library, Miami University, 1992-1993
17. Charter Member, Miami University Ambassadors Program, 1992-1998
18. University Commencement Marshall, Miami University, 1992-1998
19. Regional Director, Goals for Enrichment and Campaign for Miami University, Long Beach, CA, 1992 and 1970
20. Commencement Speaker, "On My Own: The Road Less Traveled," Miami University, May 1990
21. Student Recruiter, Miami University, Long Beach, CA and Oxford, OH, 1985-1998
22. Vice President, Miami University Alumni Association, 1984-85
23. Vice-President, Alumni Services, Miami University Alumni Association, 1983-84
24. President and Founder, Orange County Chapter, Miami University Alumni Association, Orange,

- CA, 1978
25. Member, President's Club, Prodessee Society, and Red & White Club, Miami University, 1975-
 26. President, Director & Member, Southern California Chapter, Miami University Alumni Association, Los Angeles, CA, 1964-1991

E. Service to the Richard T. Farmer School of Business Administration

1. Member, Cintas/Forsythe Chair Search Committee, 1997
2. Member, Cintas Professor Search Committee, 1996
3. Dean's Associate, RTFSBA Business Advisory Council, 1995-1998
4. Member, RTFSBA Strategic Planning Committee, 1995
5. Member, Business Advisory Council, 1991-94

F. Service to the Department of Management, RTFSBA, Miami University

1. Mentor Committee, Miami University, 1997-1998
2. Advisor, Management Minor in Business, Miami University, 1995-1998
3. Course Coordinator, Management 467, Miami University, 1995-1998
4. Capstone Course Approval (LEC) 467/567, Miami University, 1994
5. Subcommittee of the RTFSBA Teaching Effectiveness Interest Group and the Committee on the Improvement of Instruction Teaching Effectiveness, Miami University, 1994/1995.
6. Member, Introduction to Business: Management 111 Evaluation Committee, Miami University, 1992-1998

G. Service to the Students

1. "John Jack, The Slave, The Entrepreneur," Black Cultural Center, Miami University, April 1999
2. "The Role of Entrepreneurship in Economics," Economics Club, Miami University, October 1997
3. "Entrepreneurship: A Fortune 500 Alternative," Parents Weekend Open House, Miami University, October 1997
4. "A Fireside Chat," Delta Tau Delta Fraternity, Miami University, January 1997
5. "Entrepreneurship Reconsidered in the Fortune 500," Delta Sigma Pi Business Honorary, Miami University, September 1996

6. Keynote Speaker, Red Carpet Day, Miami University, 1996
7. Member, Leadership Program Task Force, Office of Student Affairs, Miami University, 1995
8. Advisor, Miami University Entrepreneurial Society, 1995-1998
9. Keynote Speaker, The Economics Club, Miami University, 1995
10. Faculty Advisor, Wells Hall, Miami University, 1994
11. American Host to Foreign Students, Miami University, 1994
12. Discussion Leader, Summer Reading Program, Miami University, 1993-1998
13. Member, Faculty Reception Committee Welcoming Incoming Students, Miami University, 1993-1998
14. Member, Faculty Involvement Committee, Office of Residence Life, Miami University, 1992-1998
15. Advisor, Buckminster Fuller Society, Erodolphian Chapter, Miami University, 1992-94

F. Service to the Community

1. Counselor, Service Core of Retired Executives, Reno, NV, 2001-
2. Secretary, Miami Men's Club, 1996-1997. Member 1995-1998
3. Keynote Speaker, Miami Men's Club, April 1996
4. Co-Founder & Trustee, Four Mile Conservancy Trust, Oxford, OH 1994-96
5. Member, Oxford Historical Society, Oxford, OH, 1992-1998
6. Member, Rotary International, Oxford, OH, 1992-1998
7. Director, Family Services Foundation, Long Beach, CA, 1989-91
8. Chairman, Camp Summer Sault, American Cancer Society Camp for Children, Long Beach, CA, 1984-85
9. President, American Cancer Society, Long Beach, CA, 1985-86
10. Director, American Cancer Society, Long Beach, CA, 1975-90

G. Awards and Formal Recognition

1. 2008 *Alumni Achievement Award*, Delta Tau Delta, National Karnea

2. 2002 *Alumni Achievement Award*, Delta Tau Delta, National Karnea
3. 2001 *First Inductee*, Miami University Academy of Entrepreneurs
4. 1998 *Edwin W. Appel Award for Outstanding Contributions to the Entrepreneurial Spirit in Academia*, Babson College
5. 1998 *USASBE/Kauffman Foundation Outstanding Undergraduate Program in Entrepreneurship Education*, Clearwater, FL
6. 1997 *USASBE/Kauffman Foundation Outstanding Undergraduate Program in Entrepreneurship Education*, San Francisco
7. 1997 *Ernst & Young Entrepreneur Supporter of the Year*, Cincinnati/Northern Kentucky District
8. 1997 *Ohio Entrepreneur of the Year Certificate of Recognition*, George V. Voinovich, Governor
9. 1996 *Honorary Member*, Delta Sigma Pi Business Fraternity, Miami University
10. 1996 *Order of the Tomahawk*, Miami University
11. 1995 *Certificate of Appreciation*, The Buckminster Fuller Society, Erodolphian Chapter, Miami University
12. 1993 *John E. Dolibois Alumni Award*, Miami University

H. Grants

1. Kauffman Foundation Three Year Grant (\$250,000) for the development and implementation of a SEE Program West under the auspices of LLEEP (Lifelong Learning for Entrepreneurial Educator Professionals), June 1999
2. Forsythe Solutions/Hewlett Packard Three Year Grant (\$250,000) for the Development and Implementation of an International Enterprise Creation Competition (cash \$150,000, gifts-in-kind \$100,000)
3. Ohio Department of Development Grant (\$2500) for the First Annual Enterprise Creation Competition, April 1998