



October 6, 2005

Spectrum Lecture series draws current and future entrepreneurs.



Craig Frank

Craig Frank, CEO of Tudog Creative Business Consulting, presented the first Spectrum Lecture of the season, “From Concept to Commercialization—Creating a Great Company,” on September 26, 2005, and just three days later, **Robert L. Moss**, president and founder of Moss & Associates, along with his two sons, spoke on “The Secrets of Creating and Sustaining a Successful Family Business.”

About 45 entrepreneurship and marketing students attended Frank’s lecture, in which he thoroughly mapped out the path for creating a company, specifically from the standpoint of marketing. His own company is a business creation and acceleration boutique that provides a wide range of critical services to companies—from start-ups to established enterprises. For a detailed outline of his talk, visit the Eugenio Pino and Family Global Entrepreneurship Center’s [web site](#).

Moss, whose construction firm started in 2003, spoke about how the family founded the company, and how, as a close-knit family, they manage issues that surface.

The next Spectrum Lecture, “Become a More Powerful Leader: Five Steps to Achieving Clarity in the Face of Difficult Entrepreneurial Decisions,” by **Luda Kopeikina**, president and CEO of Noventra Corporation, will take place October 24, 2005 at 2:00 p.m. in the MARC building. She will discuss practical, proven techniques for structuring decisions, achieving clarity about the real issues, and using that clarity to improve entrepreneurial decision making. For more details, visit the Global Entrepreneurship Center’s [web site](#).