

FOR IMMEDIATE RELEASE**CONTACT:** Heather Van Sickle
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(413) 306-3131 ext. 303**WAUKESHA COUNTY TECHNICAL COLLEGE PRESIDENT JOINS
NATIONAL FORUM TO PROMOTE ENTREPRENEURSHIP****National Association for Community College Entrepreneurship Promotes
Entrepreneurship by Engaging Community Colleges to Join New
*Presidents for Entrepreneurship Forum***

MADISON – May 29, 2012 – The [National Association of Community College Entrepreneurship](#) (NACCE), the nation’s leading organization focused on promoting entrepreneurship through community colleges, has announced that president Barbara Prindiville, Ph.D. of Waukesha County Technical College has joined its new [Presidents for Entrepreneurship Forum](#). Through the program, presidents of community colleges throughout the country commit to increase the focus on entrepreneurship at their institutions and the impact these colleges have on the economic well being of the communities they serve. Officials from six other Wisconsin community colleges have also joined the new forum.

With the economy still lagging in many regions of the United States, 175 community colleges throughout the country have joined the entrepreneurship forum, and by doing so, have committed to playing a greater role in stimulating economic development in the communities they serve.

“Entrepreneurship and innovation are vital to economic growth in Waukesha County,” said Barbara Prindiville, Ph.D., president of Waukesha County Technical College. “We know that Waukesha County investors and businesses licensed more than 3,800 patents between 2000 and 2010. WCTC is committed to keeping the entrepreneurial spirit alive and well in our community.”

She added, “One of the ways we do that is through our technical certificate in Entrepreneurship. Students in this program discover what it takes to launch a small business venture and develop a real-world business plan to increase their odds of success.”

One of the college’s greatest entrepreneurial success stories is Rebecca Scarberry, who attended a quick-start business workshop at WCTC’s Small Business Center in 2007. Scarberry, owner of “Becky’s Blissful Bakery” in Pewaukee, has since become nationally recognized for her organic caramels. In addition to wholesale and retail distribution, she recently partnered with Williams-Sonoma to feature her products in its catalog and online offerings.

“Now, aspiring entrepreneurs reach out to Rebecca for business consulting,” Prindiville said. “She realizes the importance of giving back, and this commitment has served as a foundation for her business. As a member of NACCE’s *Presidents for Entrepreneurship Forum*, I look forward to cultivating more partnerships like this one.”

Other Wisconsin community college presidents joining the forum are Susan May, Fox Valley Technical College, Appleton; Jeffrey Rafn, Northeast Wisconsin Technical College, Green Bay, Marinette and Sturgeon Bay; Lori Weyers, Northcentral Technical College, Wausau; Bettsey Barhorst, Madison Area Technical College, Madison; Sheila Ruhland, Moraine Park Technical College, Fond du Lac, Beaver Dam and West Bend; and Duane Ford, Southwest Wisconsin Technical College, Fennimore.

About the Presidents for Entrepreneurship Forum

The Presidents for Entrepreneurship Forum is in response to the Obama Administration's *Startup America* call to action to stimulate economic growth state by state by encouraging entrepreneurs to start their own businesses. NACCE is a founding affiliate of the *Startup America Partnership*, an alliance of the country's most innovative entrepreneurs, corporations, universities, foundations, and other leaders.

According to NACCE Executive Director Heather Van Sickle, the *Presidents for Entrepreneurship Forum* is a way for community colleges to advance entrepreneurship and create jobs across the country. Community college presidents who join the Forum make five commitments:

- Develop transparency of community college and community assets
- Create internal and external teams dedicated to entrepreneurship
- Increase entrepreneurs' engagement in community colleges
- Engage in industry cluster development
- Create broad exposure to their college's commitment to entrepreneurship.

"The five commitments were developed based on NACCE's observations of what was working best on member campuses," said Van Sickle. "After observing the entrepreneurship-related activities of our members over a period of years, we started to see commonalities among the more successful institutions," she said. "One of the major things that clearly makes a difference is the commitment by leadership to entrepreneurship."

About NACCE

The National Association for Community College Entrepreneurship (NACCE) is an organization of educators, entrepreneurs, and distinguished business development professionals providing quality programs and services in entrepreneurship education and serving as advocates for "entrepreneurship movement." Through membership, an annual conference and exhibition, a quarterly journal, monthly webinars and podcasts, a dynamic list-serv, and other resources, NACCE serves as the hub for the dissemination and integration of knowledge and successful practices regarding entrepreneurship education and student business incubation. These programs and courses advance economic prosperity in the communities served by its member colleges. For more information about the *Presidents for Entrepreneurship Forum*, or to join NACCE, visit <http://www.nacce.com>. Follow NACCE on Twitter at @NACCE and like the NACCE – National Association for Community College Entrepreneurship page on Facebook.

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