



For more information on this innovative program, including on how you can support a deserving Hillman Entrepreneur through scholarship support, internship opportunities or mentoring, please contact the individuals below. A particularly appealing opportunity is Maryland's TerpStart program, which will match in perpetuity spendable income from endowments for the Hillman Program made through academic year 2013-14.

Annual Report
to the Community
2011-2013



PRINCE GEORGE'S
COMMUNITY COLLEGE

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Montgomery College
endless possibilities

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UNIVERSITY OF
MARYLAND

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Entrepreneurship. Leadership. Scholarship. Outreach. Excellence. Success. Innovation.



“The **Hillman Entrepreneurs Program** provides **Prince George’s Community College** students with an extraordinary opportunity to follow their dreams, reach new heights, expand their academic accomplishments, and achieve their future business aspirations. With the assistance and guidance of our experienced faculty and dedicated mentors here on campus, current students remain focused on their educational goals, and others have graduated and transferred to the **University of Maryland College Park**. I am a firm believer that our students are our greatest asset, and I am thrilled to share in this partnership supported by the David H. and Suzanne D. Hillman Foundation. This collaboration will certainly allow us to continue to nurture and support future entrepreneurs.”

— **Charlene M. Dukes,**
President, Prince George’s Community College



“The **Hillman Entrepreneurs Program** provides **Montgomery College** students with a kind of experimental laboratory—a place where students can take risks, where they can be innovative, resourceful, and creative, with the support of professors, mentors and local business leaders. The gift of this program goes beyond a financial impact, though that is phenomenal. The lasting gift is that these students feel the support from members of the community who do not know them, yet believe in them and their potential, so much so they are willing to invest in them. That is the power of giving, the power of the **Hillman Entrepreneurs Program**.”

— **DeRionne P. Pollard,**
President, Montgomery College



“Instilling the value of innovation and entrepreneurship across the **University of Maryland** is one of my highest priorities. The Hillman Entrepreneurs Program inspires students in Prince George’s and Montgomery Counties to develop their talents and promote this entrepreneurial vision. The program continues to enrich the capabilities of our students, our faculty, and the Maryland business community. I commend David and Suzanne Hillman for their creativity and leadership in launching this terrific program.”

— **Wallace Loh,**
President, University of Maryland, College Park

Hillman Graduates

During 2011-2012 and 2012-2013 academic years, the program graduated a total of 28 students from the University of Maryland. Students graduate with degrees in a wide variety of subjects, including family sciences, accounting, finance, applied mathematics and scientific computation, biology, business, and agricultural and resource economics.

Post-Graduate Plans

Hillman graduates expressed varied plans for their work after graduation:

- Several graduates are attending graduate school. One is enrolled in UM’s Real Estate Development Master’s Program and one is attending dental school.
- Other graduates are currently employed in a variety of fields from hospitality to construction.



Student Profile: RYAN FELIX



Current Status with the Hillman Entrepreneurs Program: First semester completed, Montgomery College

Leadership Activities: Vice President of Physics Club, Project Manager of Engineering Club, Student Senate Secretary, First Year Experience Student Ambassador

Academic Goals: I would like to continue to achieve academic success in the Hillman Entrepreneurs Program.

Future Dreams: As a Chemical and Biomolecular Engineering major, my dream job is to work for the National Aeronautics and Space Administration or similar organization that engages in research in aerospace and aeronautics. Eventually, I also want to establish a scientific research facility that focuses entirely on aerospace research and development projects.

How has the Program helped you in moving towards your dreams? The Hillman Program will help me achieve my dreams through development of my leadership skills, invaluable networking opportunities, and practical training on how to run a successful business. All of these skills, abilities, and opportunities will help me move towards my career aspirations.

What has been your favorite part of the Program?

My favorite part of the Program is the vast amount of information and training that I've already gained as a Hillman Entrepreneur. I enjoy learning, and the Hillman Program has taught me so much about entrepreneurship. It has also opened my eyes to other important aspects of personal development.

Is there anything special you would like to tell the Hillmans? I'd like to thank the Hillmans for their generosity, as well as let them know that their kindness will not go unpaid. I would like to turn around and give someone else a helping hand in achieving success, just as they have done for me.

Entrepreneurship

“To me an entrepreneur is a person who thinks out-of-the-box, questions the status quo, and tries to find new and better ways to do things. I always say, ‘if you try, you can’t fail.’

We want to give people confidence to fail, to try, to walk differently than anybody else. People will be successful if they set high goals and aim to achieve them.

It will make the world a better place.”

David Hillman

Chairman and CEO,
Southern Management Corporation
Founder of the Hillman Entrepreneurs Program



The Hillman Entrepreneurs Program Supporting & Developing Aspiring Entrepreneurs

The David H. and Suzanne D. **Hillman Family Foundation** created the **Hillman Entrepreneurs Program** by partnering with the **University of Maryland (UM)** and **Prince George's Community College (PGCC)** in 2006. Since then, the program has supported students who might not otherwise be able to afford a college education by offering community college students scholarships that help

cover the costs of tuition and books and then supporting them in a seamless transfer to UM in pursuit of their bachelor's degree.

Now in its seventh year, the **Hillman Family Foundation** continues financial support for the Program. Through these generous donations, students receive scholarships, one-on-one academic mentoring, assistance in securing

internships, participate in enrichment activities outside of the classroom, and a unique series of entrepreneurship courses designed specifically to develop them into successful entrepreneurs and community leaders. Equally important, the Program establishes a rich social academic network of like-minded peers who will carry the legacy of the Program into their communities as alumni.

Student Satisfaction

Students are highly satisfied with the design and performance of the Program. Students value the strong sense of community and supportive environment of the Program and view their peers as a positive aspect of their learning environment.

Satisfaction by the Numbers

- Over 90 percent of students stated that they are satisfied overall with the Hillman Entrepreneurs Program.
- Over 90 percent of students found Program staff to be accessible, responsive, and approachable.
- Roughly 85 percent of students agreed that the Program enhanced their drive to achieve.
- Students highly value the required Hillman courses and agree that through these courses, they have improved their leadership and entrepreneurial skills.

Program Expansion to Include Montgomery College

In the spring of 2013, the **Hillman Entrepreneurs Program** expanded its reach to offer enrollment to students at **Montgomery College (MC)**.

The first cohort of **Hillman Entrepreneurs** joined the Program in January 2013. This expansion augments the Program's efforts to create

a vibrant community of students that share a common entrepreneurial mindset, but have a wide range of backgrounds, experiences, and aspirations.



Hillman Entrepreneurs Highlights

Students Continue Meeting Academic Goals

- Fourteen students graduated during the 2011-2012 school year, and another 14 students graduated during the 2012-2013 school year. This brings the total number of graduates to 56.
- In 2011-2012, the average GPA at UM was 2.96 (compared to 2.76 average GPA in 2010-2011) and a 2.87 average GPA at PGCC (compared to 2.66 average GPA in 2010-2011).

Student Academic and Professional Successes

- Several Hillman students advanced to the semifinal round of the 2012 University of Maryland \$75K Business Plan Competition.
- A Hillman Graduate was accepted into a competitive entrepreneurship program at Oklahoma State University's Business School.
- Many students continue to be admitted to UM's prestigious Limited Enrollment Programs including the Robert H. Smith School of Business, the A. James Clark School of Engineering, and the College of Education.

Program Accomplishments

- The Hillman Entrepreneurs Program was selected as a finalist for the National Excellence in Entrepreneurship Education Awards by the United States Association for Small Business and Entrepreneurship (USASBE). Specifically, the Program was nominated for the Outstanding Specialty Entrepreneurship Program category and placed in the top three programs in the country for this category.
- *The Princeton Review* and *Entrepreneur* magazines ranked the **University of Maryland** as one of the best schools in the country for students of entrepreneurship. The University placed 18th for undergraduate and 22nd for graduate entrepreneurship programs. A subsequent University press release identified MTECH and the **Hillman Entrepreneurs Program** as key contributing factors to the high national ranking.



Program Redesign

The **Hillman Program** is designed to support non-traditional students in obtaining a bachelor's degree and education in entrepreneurship. **Hillman Entrepreneurs** have generally been selected based on their demonstrated entrepreneurial aptitude, with an emphasis on students who have financial barriers to completing their degree. Students' academic records were evaluated on the basis of the minimum necessary aptitude to succeed in the Program. However, the five year evaluation revealed that the attrition rate at PGCC was too high, resulting in lost investment by the Foundation. Thus, the Program was modified during the 2011-2012 academic year to emphasize prior achievement and mathematical competency as well. These changes significantly altered the Program design and goals and have important implications for the future of the Program.

Specifically, Program admissions standards have been tightened, with selection now based on the successful completion of 30 credits hours in community college, including the completion of a college level transferrable math course. These changes are anticipated to improve the retention rate of the Program, as new cohorts will have demonstrated persistence and are more likely to be able to complete a rigorous, daytime-oriented Program at UM.

Additionally, the restructured Program now admits students at two community colleges (PGCC and MC) for a three year program that entails one year

at the community college and two years after transfer to the **University of Maryland**. Community college scholarships, which originally covered 100 percent of tuition and fees at PGCC for two years were decreased to 66 percent of tuition and fees for one year, consistent with UM's traditional funding level. It is anticipated that this cost sharing approach will make **Hillman Entrepreneurs** more directly accountable for their success.

The Program now draws from the existing pool of community college students who have already largely demonstrated the motivation and ability to finance their education by completing their first year in a transferable degree program. Importantly, because these changes did not take effect until academic year 2011-2012, their impact will be more readily observed in next year's annual report. Still, this report will include student demographic and other important information related to MC's participation in the Program beginning in the Spring of 2013.



Hillman Entrepreneurs Student Profile

Hillman Entrepreneurs come from a variety of academic, personal and family backgrounds, but all share a passion for entrepreneurship, ethics, and leadership, coupled with a desire to give back to their communities. Students repeatedly cite interactions with their Hillman colleagues as one of the most important and beneficial attributes of the Program.

Hillman Entrepreneurs by the Numbers*

Average Age at Matriculation: 23.1 years old

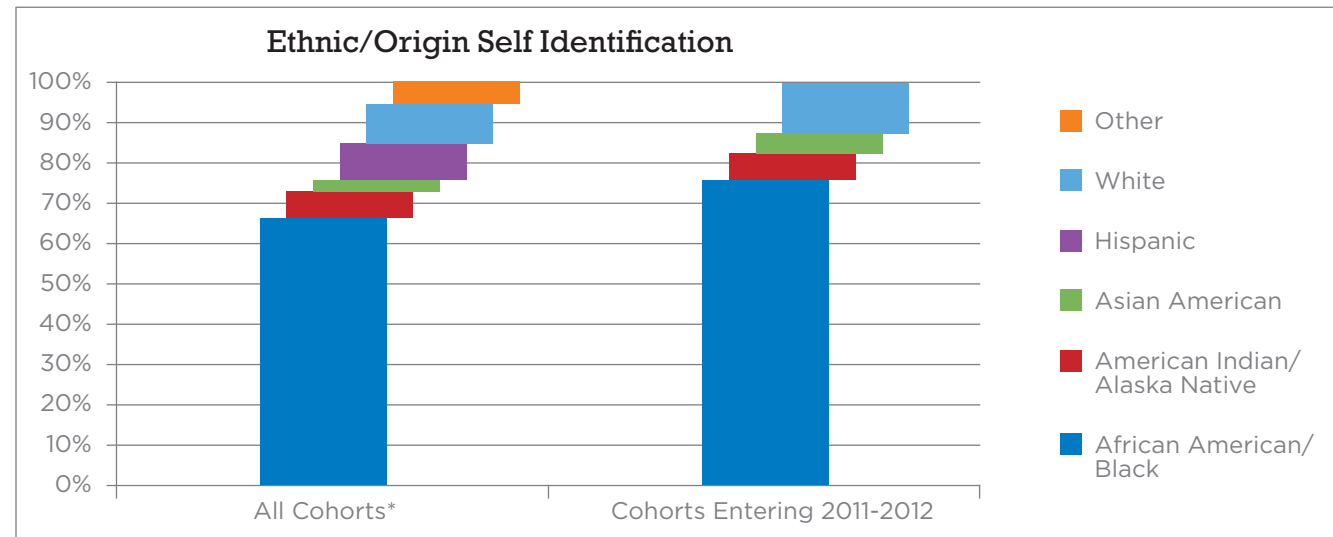
Age Range at Matriculation: up to 45 years old

Race and Ethnicity: 73.8 percent African American
 11.6 percent White
 10.5 percent Asian American
 8.1 percent Hispanic
 5.8 percent Native American or Alaskan
 5.8 percent Other

Gender: 48.3 percent Female

No Prior Postsecondary Education: 50 percent

**Inclusive of cohorts from both PGCC and MC entering the Program in academic year 2012-2013 and all previous cohorts.*

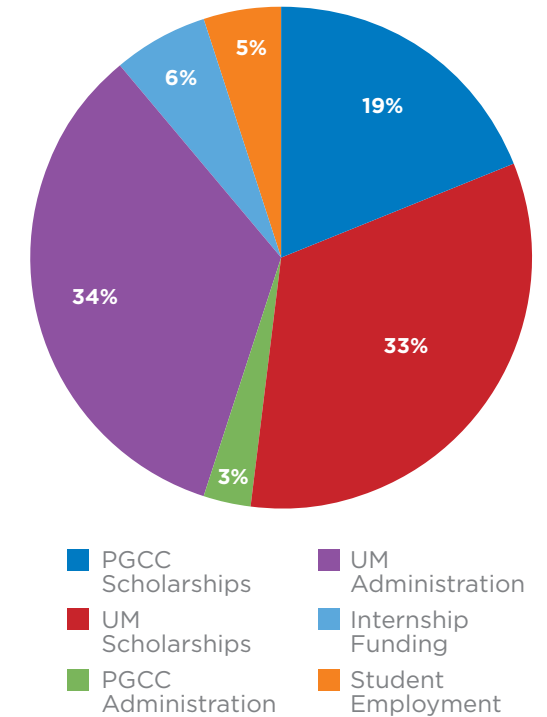


**Includes cohorts from PGCC and MC entering the Program in academic year 2012-2013*

Financials

The Hillman Entrepreneurs Program is largely funded through a generous gift from the **Hillman Family Foundation**. True to the Hillmans' original vision, the majority of these funds are used for student scholarships, including scholarships that cover two-thirds of tuition fees and books at the community colleges and are both merit-based and need-based. The **Hillman Family Foundation** also provides limited funding for students who obtain unpaid internships and some administrative support.

Generous cash and in-kind support from UM and PGCC totaled \$176,104 in 2011-2012. These funds provide additional support for the Program, including a dedicated student center at UM, administrative support staff at each campus, and technical support for a combined online portal page accessible by students from all campuses to foster cross-campus and alumni connections among **Hillman Entrepreneurs**.



Start Up Funding for Hillman Student Businesses

In addition to scholarship support from the **Hillman Entrepreneurs Program**, students may apply for business startup grants from the **University of Maryland Impact Pre-Seed Fund**, established by successful entrepreneur Warren Citrin through a \$250,000 gift.

Student Profile: ADRIAN REEVES



Current Status with the Hillman Entrepreneurs Program: Senior at University of Maryland, Class of 2014

Current Leadership Activities: I am a Trustee and Financial Secretary at my local church.

Academic Goals: I would like to pursue a Master's Degree in Public Policy and to one day serve as an instructor for a Hillman course — that would be the ultimate “thank you” to the Program.

Current Career: Currently I serve as a Human Resources Assistant at the Department of Human Resources for the U.S. Securities & Exchange Commission.

Future Dreams: One day I would like to establish a men's rehabilitation community (a for-profit/non-profit hybrid) that offers re-entry services to ex-offenders and helps re-socialize them back into society. Additionally, I would like to establish

summer camp for teens called CAMP LEADERSHIP. Lastly, I hope to produce movies and events that promote positive life choices.

How has the Program helped you in moving towards your dreams? Without a doubt, this Program has provided career opportunities and also supported me in pursuing my dreams. The support and guidance of every Director and instructor has been invaluable. The course material has been relevant and challenging. Lastly, my fellow Hillmans are an inspiration. As a working adult, this Program has truly been a blessing and has directly impacted my success as a college student. To be in the Program is an amazing honor; to be hand selected and believed in leaves me speechless.

What has been your favorite part of the Program?

The trips! Every outing and activity brings our group closer together. I want as an alumnus to remain involved and be invited to activities. Furthermore, I value my relationships with the Directors and other Hillman staff, whose words and guidance have truly inspired me.

Is there anything special you would like to tell the Hillmans? I do not take this Program for granted. Completing my undergraduate education has been such a long and eventful journey, but this Program has truly been a solid rock for me.

Prince George's Community College

Prince George's Community College and **Montgomery College** serve as the starting point for aspiring **Hillman Entrepreneurs**. Any student (or prospective student) who is a Maryland resident and is a citizen, has a green card, or is Maryland Dream Act eligible can apply. Students must complete a rigorous application process. Once accepted, students are immersed in the Hillman experience, including networking events, specialized courses in leadership and entrepreneurship, community service opportunities, and financial assistance for internships.

During 2011-2012, 21 new students were admitted to the **Hillman Entrepreneurs Program**, each with a unique and creative perspective and each ready to contribute their talents to building a better Maryland community. More recently, the 2012-2013 academic year welcomed the addition of 31 new students: 15 students from MC and 16 students from PGCC. A total of 189 students have been admitted between Fall 2006 and Spring 2013.



Student Profile: JONATHAN KANG



Current Status with the Hillman Entrepreneurs Program: First year completed, Prince George's Community College

Current Leadership Activities: I serve as the President of the Asian Awareness Club and also organized a team for the Washington DC Walk for Lupus event. During the walk, our team raised \$680 for the Lupus Foundation of America. I have also completed the Student Pathways Leadership Program offered by PGCC College Life Services.

Academic Honors: My academic honors include being a member of the Honors Program at PGCC, a member of the Phi Theta Kappa Honors Society, and a student on the PGCC Dean's list since 2010.

Academic Goals: I would like to obtain my MBA in the next 4 years and graduate from the University of Maryland with honors, with a GPA of at least 3.7.

Future Dreams: My career aspirations involve

establishing a successful restaurant business that boasts a number of chains throughout the country. One day, I would like my restaurant to be named a "must eat" restaurant in the state that I live in. I also dream about living happily with my family and leaving my business legacy to my children.

How has the Program helped you in moving towards your dreams? The Hillman Program has helped me to answer the following four questions: who? what? when? and why? Specifically, the Program has introduced me to people who share my future goals and who will one day be my business colleagues. It has shown me what to expect in the future, as well as when I should be expecting times of success and times of difficulties. Lastly, the Program has helped me expand upon why I want to achieve my dreams.

What has been your favorite part of the program? My favorite part of the Program is participating in group excursions with fellow Entrepreneurs, whether it's a visit to the UMD campus or another activity. During these outings, I get to learn new aspects of the business world, experience new surroundings, and connect with other professionals.

Is there anything special you would like to tell the Hillmans?

Thank you for giving me the opportunity to experience the real world of business. Thank you for supporting a young man's dream of being a successful entrepreneur. It gives me great joy and honor to wear the Hillman Entrepreneur name. Thank you.

University of Maryland



The **University of Maryland** polishes and builds upon the foundational skills learned by **Hillman Entrepreneurs** at community college. **University of Maryland** students have made their impact through award-winning business plans, academic honors, competitive internship placements, and graduate fellowships. Program staffers at UM help develop students to be attractive candidates for the job market or graduate school through Hillman coursework on business and entrepreneurship in addition to collaborative team activities. As of May 2013, 56 students have graduated from UM.

Fostering Intellectual and Entrepreneurial Development through Collaboration

Each week, **UM Hillman Entrepreneurs** meet together for instruction on entrepreneurship and leadership, allowing them to strengthen relationships while sharing ideas. In addition, UM has a dedicated student lounge for **Hillman Entrepreneurs** to interact with one another on a regular basis. Students also participate in team building activities. During 2011-2012, students and staff went on a ski trip, participated in athletic tournaments with other business programs, and engaged in a variety of business competitions on campus. Such an environment allows students to grow collaboratively.