

12-4-1998

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Recommended Citation

"Rocking Chair Conversation Leads to Additional \$1 Million for UD Business School" (1998). *News Releases*. 8719.
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**ROCKING CHAIR CONVERSATION LEADS TO
ADDITIONAL \$1 MILLION FOR UD BUSINESS SCHOOL**

DAYTON, Ohio — It was a generous gift, a \$1 million commitment made in May to help the University of Dayton stay on the cutting edge of business education.

But the Crotty family decided to up the ante and have committed another \$1 million to the School of Business Administration. The new gift will endow the L. William Crotty Center for Enterprise Leadership where students will start actual businesses and turn any profits over to charity.

The \$1 million gift is "seed money," said Bill Crotty, "an investment in the University I know and love so much and an investment that will be returned in the form of educated entrepreneurs who hopefully will choose to reside in the Miami Valley, who will establish start-up companies and contribute to the economic health and well-being of the community."

Crotty, the semi-retired chief executive officer and chairman of the board of Van Dyne Crotty Inc., received the school's Vision Award at an annual awards dinner in November.

In accepting the award, he said that a visit and conversation with Brother Raymond Fitz, S.M., UD president, sparked the second gift. Sitting in rocking chairs in the Crotty's Hilton Head gazebo, the Marianist and the businessman began discussing entrepreneurial education. "The more we talked, the more interested I became and I realized, 'here we go again.' We committed another million because we were having such a good time, and it's such a good cause."

The L. William Crotty Center for Enterprise Leadership will provide a distinctive approach to entrepreneurial education. The multidisciplinary major, designed to meet the educational needs of young entrepreneurs and expected to begin this fall, will give students opportunities to start businesses and offer exposure to businesses and business leaders. An advisory board of entrepreneurs will review curriculum, mentor students and supplement classroom instruction, allowing students to learn from the best of academic thought and business practices.

Working in teams, students will develop a business plan that experts will critique, and the center will provide start-up money for the student businesses. "They may establish a tutoring business or Web design company, for example," explains Sam Gould, dean of the School of Business Administration.

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