

# Entrepreneurship Thrives at SOM

**T**he 2004-05 academic year proved to be a banner year for Entrepreneurship at the School of Management. A vast array of programs and ventures flourished – here’s a glimpse at some of the past activity and new directions at both Mason and SOM.

## Mason Initiates Center for Entrepreneurship Development

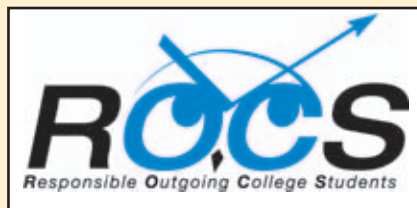
Rich Klimoski, dean of the School of Management, has worked closely with four other academic deans at Mason to develop the foundation for a new Center for Entrepreneurship Development. The Center for Entrepreneurship Development will serve as a catalyst for entrepreneurial energy and initiative — both at George Mason University and for the greater Washington region. The center’s mission will be to promote innovative teaching, collaborative research, and best practices in entrepreneurship.

The Center for Entrepreneurship Development will offer programs and services directed towards a wide range of groups and individuals. The center will also work closely with existing programs at Mason that have long focused on entrepreneurship, such as the Mason Enterprise Center and Business Alliance of George Mason University.

## SOM Student’s Company Garners International Entrepreneur Award

Marketing student Brandon Labman, ‘05 and his Mason student colleague Tommy Moore, ‘05 won a Global Student Entrepreneurial Award for

the eastern United States region for establishing ROCS, Inc., a new temporary services company connecting college students to the temporary work needs of regional companies. Labman serves as President and CEO of the firm. The Global Student Entrepreneur Award program, coordinated through Saint Louis University’s Center for Entrepreneurship, offers college-student owned enterprises the chance to compete in 14 regions throughout the world.



Moore and Labman started their company, ROCS Inc., in January 2003 with about eight students working for them. ROCS stands for Responsible Outgoing College Students, and Moore and Labman mean every word of it.

“Every business has the same complaint about temporary staff,” says Moore, who is also chief executive officer of the company and a full-time Mason student. “The typical temp employee has basic skills, but no real understanding of the business they are working in and zero enthusiasm.”

The two business partners kind of fell into the temporary placement field. While interning on a nationwide calling project at a nonprofit organization, they were approached by their employers to recruit some of their friends. “They were extremely happy with the results,” says Moore, “so we thought, ‘why don’t we do this for other companies?’”

After about six months of research, Labman and Moore thought they had a good grasp of the staffing agency market. They started the business out of their apartment and began the steps to become incorporated.

“We now have more than 35 companies working with us, and we’ve been running payroll for the last six months,” says Moore. ROCS currently employs 20 students and has more than 150 students who are willing to work. They have also rented some office space.

“We recognize that there is a problem between colleges and businesses in the area. Lots of companies had no idea how to get in touch with students on campus,” says Labman. Also, students were tired of getting those flyers that promised quick money and looked like scams. “This is where we thought we could help out. We take a more proactive approach to finding students and placing them with companies.” ROCS strives to put the students in working atmospheres that fit their field of study so they can gain some real-world experience that might help them see where their degrees could take them.

Discover more about ROCS by visiting the company’s website at: <http://www.rocstemp.com>

Story modified from an original article by Colleen Kearny Rich

**Mason Launches New Website on Entrepreneurship, Visit: [www.gmu.edu/entrepreneurship](http://www.gmu.edu/entrepreneurship) For News and Updates**

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