

Contact: Diana Gonzalez

**PRESENTATION AT THE UNIVERSITY OF IOWA:  
“ENTREPRENEURSHIP AND BUSINESS CONSULTING”**

**Action Requested:** Receive the presentation.

**Executive Summary:** The John Pappajohn Entrepreneurial Center in the Tippie College of Business provides an opportunity for students who are enrolled in entrepreneurial certificate courses to engage in consulting projects with area companies. The presentation will highlight a project to conduct research for Integrated DNA Technologies and its Information Services Department to develop a communication platform on Microsoft SharePoint that allows improved internal employee communication and rapid exchange of information. This will be the fourth project conducted for Integrated DNA Technologies.

Integrated DNA Technologies (IDT) is a leader in manufacturing and developing products for the research and diagnostic life science market. IDT was started in 1987 by CEO Joseph Walder, a University of Iowa biochemistry professor at the University of Iowa's Research Park. IDT, whose corporate headquarters is in Coralville, has more than 700 employees and more than \$10 million in revenues.

Professor Rich McCarty, a lecturer and full-time faculty member at the Tippie College of Business, will describe his Business Consulting class and past projects with Integrated DNA Technologies and other businesses. Heather Gray, a senior Health Science major at the University of Iowa who is enrolled in the entrepreneurial certificate program, is the student team leader for the IDT project. As the team leader, Heather, a native of Burlington, Iowa, coordinates the project activities and client reporting.

Prior to joining the faculty full-time in January 2007, Professor McCarty spent 34 years in the business world, both domestically and internationally, in parts manufacturing, seed production, computer design/production, wholesale distribution, banking/stock brokerage, transportation (land and ocean going), and aluminum production. He received his Bachelor of Arts in Accounting at the University of Northern Iowa in 1973.