

DEAN'S MUSSER EVENT COMMENTS

Dean's First Appearance

Tonight we have a special treat for you. So sit back, relax and get ready to learn from the masters—this year's Musser honoree, Gerry Lenfest and, our *inaugural* award winner, Pete Musser.

You are about to witness a live TV interview of this dynamic duo by the host of our ceremony tonight, CNBC's Tyler Mathisen. Every weekend, viewers tune into Tyler's national show called, "High Net Worth" to capture the wisdom and advice of well-known national business leaders.

Through Tyler's interview you will get insights into the thinking of these two great men—Gerry Lenfest and Pete Musser.

Gerry has spent his entire cable television career *behind* the camera. Tonight, we turn the tripod on him and put him in *front* of the camera.

(Dean looks at countdown clock.)

We have set the stage as the ultimate entrepreneurial television studio. The taping is about to begin--one minute to show time!!

From my perspective, these men are *today's* social entrepreneurs.

For Temple University, the Musser awards are a natural outgrowth of the importance of social entrepreneurship to the university's mission and to its founder, Russell Conwell.

Back in Conwell's days, in the 19th century, the words "social entrepreneurship" did not exist. Yet when you read his famous speech, "Acres of Diamonds," you quickly realize, before the words could be found in any dictionary, Conwell envisioned the *power* of social entrepreneurship. You have to find those diamonds in *your own* backyard and polish them, for the benefit of *society*.

A 21st century Conwell might have said something like this:

(Flash on bust of Conwell and show quote on screen while it is being read.)

VOG (narrator-not seen): “We wish to educate and nurture those who have the talent, the know how, the ambition and the drive to apply good leadership principles to be successful in their enterprise, but also to directly benefit their community through their enterprise or the wealth they accumulate.”

That's what Lenfest and Musser are all about. Watch tonight's interview. You will hear the spirit of Conwell's message.

And we are spreading this message throughout Temple University and beyond with the guidance of seasoned entrepreneurs like Gerry Lenfest and Pete Musser.

Now, without delay, we have as our moderator Tyler Mathisen, a *great friend* and benefactor of The Fox School and the host of the Musser Award ceremony for the past nine years. We thank Tyler for *generously* giving his time, talent, and energy to make this evening a success.

Take it away Tyler.

(Dean walks downstage and down steps as he says last line.)

Dean's Appearance #2

This is not the first time we paired these seasoned entrepreneurs Gerry Lenfest and Pete Musser. This past April, at the First Annual Greater Philadelphia Entrepreneurial Campus Summit, our dynamic duo, shared the Lenfest-Musser formula for entrepreneurial success with students from colleges and universities all across Philadelphia. They did it here, right here, in this room.

(Flash on Banner of photo showing Musser and Lentest and banner of the Musser-Lenfest formula)

It is my hope our students will see their path to success in the entrepreneurship Temple University's founder, Russell Conwell represents—entrepreneurship that is demonstrated by the contributions of Gerry Lenfest and Pete Musser.

Now I would like to ask Pete Musser to join me to give out Fox School's leadership awards. Pete.

(Pete comes to front of stage)

We have an award winner from each group of Fox School stakeholders—teachers, researchers, administrators, students and alumni.

These award winners have been chosen by committees of previous winners—their peers.

Each of tonight's winners is a leader, an entrepreneur and a person who achieves excellence *beyond* what is expected. All incorporate the wisdom of Russell Conwell in their career.

When you listen to the following quote from Conwell's *Acres of Diamonds*, just substitute the word "entrepreneur" for inventor - and you'll see what I mean.

VOG—voice off stage (Focus on Conwell bust and flash quote on screen): **“Who are the great inventors or entrepreneurs? They are persons with plain, straightforward common sense, who saw a need in the world and immediately applied themselves to supply that need. The great inventors or entrepreneurs are simply great men; the greater the man; and the more simple the machine, the more valuable it is.”**

(Dean says) This powerful quote sums up our award winners.

(The dean explains the contribution of each award winner while Pete Musser hands the awards out—go to dean's comments for each award winner)

Dean's #3 Appearance

Intro of President

- **Speaking of leaders, to honor Gerry, we are pleased to have with us here tonight Temple University's new President Ann Weaver Hart, the first woman leader in Temple's history. She is already proving herself an entrepreneur.**

- **Since she joined Temple on July 1st, President Hart has shown *unwavering support* for social entrepreneurship.**

- **She herself has a strong history of leadership. Previously she was the President of the University of New Hampshire and before that she was vice provost and provost at Claremont Graduate University.**

- **She has distinguished herself as an academic leader. She has published many books and articles. She is actively involved in leadership roles in numerous professional and service organizations.**

- **We are delighted to have her with us tonight. She is Temple's new leader and she is also an expert on leadership succession. She brings to Temple tremendous intellect, energy and enthusiasm. She represents what this event is all about.**

- **I'm honored to introduce to you the ninth president of Temple—Dr. Ann Weaver Hart.**

Dean's #4 Appearance

For the past ten years I have been astounded by the dazzling display of leadership by the award winners. Just look at the winners on the stage with me today.

When President John F. Kennedy invited the Nobel Prize winners to dinner at the White House, he said, "I think this is the most extraordinary talent and human knowledge that has ever been gathered at the White House, with the possible exception of when Thomas Jefferson dined here alone."

Tonight I say to you, “I think this is the most extraordinary entrepreneurship talent ever gathered in Mitten Hall, with the possible exception of when Russell Conwell stood here alone.”

I remember our first award ceremony when Pete Musser won the award. Now, ten years later, we recognize our past winners....but most important, we honor Gerry Lenfest, the 2006 award winner.

Gerry's life is truly all about giving back to the community. For him philanthropy is not something he fits *into* his life; it is the way he *lives* his life.

As you heard Dennis Alter say in the video, Gerry Lenfest transforms institutions. He is the perfect match to The Fox School, where we transform thousands of lives every day.

And Gerry has supported several Temple University projects, serving as a role model to the many future entrepreneurs we are cultivating at Temple.

It is our vision to infuse the spirit of entrepreneurship throughout Temple University, our region and beyond. We see Temple's future entrepreneurs coming from all areas, from the sciences, the arts, social sciences, professional schools -- all schools throughout Temple so our students will make a difference.

I quote Russell Conwell (Focus on bust of Conwell and flash quote on screen): "I care not what your profession or occupation in life may be; I care not whether you are a lawyer, a doctor, a housekeeper, a teacher, or whatever else, the principle is precisely the same. We must know what the world needs first and then invest ourselves to supply that need, and success is almost certain."

I urge *all* Temple University students and alumni: Take advantage of the entrepreneurship opportunities at Temple. Embrace the Lenfest-Musser formula. Achieve success in business and benefit the greater society.

Without Gerry Lenfest, Philadelphia would not be the same, Temple University would not be the same, and The Fox School would not be the same.

Gerry, we at The Fox School and Temple University salute you and applaud your good works.

We present this crystal owl to you on behalf of all your predecessors. Thank you and Congratulations!