

Campus Extras

Business speaker pleases audience

DR. GRAY LIGON
Professor of Business

The School of Business held its spring session of the Graduate Business Speaker Series on Mar. 29, 2001, in Kresge Auditorium, for Meredith's MBA students.

The speaker was Scott Wingo, the general manager of GoTo Auctions. His speech addressed the pros and cons of joining a start-up in today's business climate.

Wingo discussed his background in start-ups and described what it takes to succeed as a start-up business. He is an engineering graduate from the University of South Carolina and has a master's degree in engineering from N.C. State.

He created his first start-up, Stingray Software, in 1995, using sweat equity and an initial investment of \$15,000.

Within two months, his first new software product was on the market, and he sold his first company in 1998 to Rogue Wave Software for \$21 million.

In 1999, he founded his second start-up, AuctionRover.com, which formed agreements with many partners, including eBay.

Nine months later, he sold AuctionRover.com for about

\$200 million to GoTo.com, which renamed it GoTo Auctions. Today, Wingo manages that online auction company, which has about 75 employees in Research Triangle Park.

The audience of MBAs especially enjoyed Wingo's description of guerrilla marketing techniques, which he used to get publicity for his start-ups.

His company plastered political-style signs in the yards of many competitors and potential partners, at major intersections near these firms and even in bathrooms at important trade meetings.

He used these tactics in order to increase awareness of his firm without major market spending.

They even used an employee dressed in a dog suit to get television coverage at a local WWF event.

Most people who attended the talk found it to be humorous and user-friendly, especially coming from a software engineer.

He spoke in terms that the mostly non-engineer and non-programmer audience could understand, and he candidly answered questions from the audience.

He noted that he couldn't

have accomplished all that he had without the support of his wife, Kris, who helped him with the two start-up businesses.

Feedback from Meredith's MBAs and business faculty was positive.

Wingo was the first male speaker in this series in the past four years, and this was the first year that male MBA students have been in the audience.

In response to a question

about what he would have done differently, Wingo noted that he would have started a company at an even younger age. He noted that he expects to continue mentoring some area start-ups in the future.

The Distinguished Business Speaker Series is funded by a grant from Mr. Bob Luddy at Captive Air, Inc. Dr. Gray Ligon of the School of Business chairs the series.

Submitting to the *Herald* :
Submissions must be received by 1 p.m
on the Monday before Wednesday's
publication.
Submissions can be brought to the
Publications Office, 208 Cate Center.
Submissions include letters to the edi-
tor, press releases and feature articles.

Join Residence Hall Board
after MRA's STUNT for
Girls Just Wanna
Have Fun
 in the courtyard
popcorn will be 25 cents a bag!

No Evening Meal
Exchange
Today, Wednesday, April 18
(M&A Picnic)
Next Wednesday, April 25
(Senior class picnic)
Rain or Shine

STUNT 2001
HOPELESSLY DEVOTED
 April 19, 2001
 4:30 pm
 Courtyard
Events
 Bat Spin
 Tug of War
 Obstacle Course
 Limbo
 Lip-Sync
 Sponsored by MRA

Campus Briefs

Publications Board fills its positions

LEERSHA AUSTIN
Publications Board Chair

Several weeks ago, the Publications Board announced the naming of the editors for the three campus publications. Now, the Publications Board would like to announce the board positions for the academic year 2001-02.

President:
 Jamie Tunnell,
 rising senior

Secretary/Treasurer:
 Lindsey Wray,
 rising sophomore

If you are interested in serving on the Publications Board, contact your class president or the Office of Student Activities and Leadership Development at 760-8338.

Take voice lessons next year

TIMOTHY SPARKS
Professor of Voice

Curious about singing? Register for Meredith's voice class, MUS 050. It's offered every semester on Tuesdays from 5 to 5:50 p.m. There are no auditions, and all are welcome. The course fulfills a humanities general education requirement and a minor elective requirement. Contact Timothy Sparks at 760-8610 for more information.

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