

NEWS RELEASE

College of Commerce and Business Administration

University of Illinois at Urbana-Champaign
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Center for Enterprise Development (CED) Seminar

Champaign, Ill. — Mike Muhney, co-developer of ACT! and co-founder of Contact Software International, will present the first Center for Enterprise Development seminar entitled “Fail to Succeed” on Monday, March 4, at 6:30 p.m. in Wohlers Hall. The free seminar — for entrepreneurs and would-be entrepreneurs — will offer a case study of the entrepreneurial process.

Abstract

Is entrepreneurship right for you? Are you already underway but facing rapidly shrinking capital resources? Mike Muhney will talk about the highs and lows he encountered during the lifetime of the firm he co-founded to create and market ACT!, the leading contact management software. The company demands in the early days give Muhney a valuable story to share with would-be entrepreneurs and a basis for comparison for the experienced entrepreneur. Muhney will discuss his journey and answer questions on entrepreneurship.

The seminar will be held at 6:30 p.m. on Monday, March 4, 2002, in room 370 Wohlers Hall, 1206 S. Sixth Street, Champaign, IL. Free parking is available in the university lot on Sixth Street. RSVPs to CED@cba.uiuc.edu are requested by 1:00 p.m. on March 4.

About the speaker

Mike Muhney co-developed ACT! and co-founded Contact Software International, Inc. He was chiefly responsible for ACT! global sales and marketing and established 33 distributors in 23 countries.

He retired for a few years after Contact Software was sold and subsequently started another company, CelebritySoft, Inc., working with partners Michael Jordan and Charles Barkley. He then worked with Deloitte Consulting, providing strategic implementation services for the successful deployment of CRM (Customer Relationship Management) applications. He is a pioneer of CRM and speaks frequently on this topic.

He recently left his position as Executive Vice President and International General Manager of Interact Commerce Corporation to take part in a new venture with four other individuals. Muhney holds a BS in Finance from the University of Illinois.

About the college

Nationally recognized as one of the leading business schools, the College of Commerce and Business Administration has outstanding programs in accounting, business, economics, and finance. The college enrolls more than 3,000 undergraduates, 700 MBA and master's students, and 175 doctoral candidates from all 50 states and more than 30 countries worldwide. The Center for Enterprise Development, a unit of the College operated by the Office for Strategic Business Initiatives, offers professional business and consulting services to entrepreneurs in the Central Illinois area.

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