

Lecture 5

February 16, 2004
PC 432

Wertheim Thought Leader Lecture Series in **Entrepreneurship**

presented by the FIU College of Engineering and College of Business Administration



Ash R. Huzenlaub, 28, is the Chairman, President and CEO of publicly held Emergisoft Corporation, the leading provider of Emergency Department Information Systems to U.S. hospital emergency rooms.

Emergisoft has grown from zero customers using the company's current products to become the best known Emergency Department Information Systems Company in the U.S. healthcare industry. The company now has over five million separate patient electronic medical records created on the Emergisoft system, and over 1,500 clinical users in hospitals across the country, including the Giuliani Trauma Center of Saint Vincent's Catholic Medical Centers and other facilities across Michigan, Georgia, Ohio, Pennsylvania, New Jersey and New York.

Huzenlaub has received numerous awards and honors, including being named as 2003's youngest recipient of the Business Press Forty Under Forty Awards and was a 2003 nominee for the Southwest Ernst & Young Entrepreneur of the Year Awards. He is a regular speaker in college and high school entrepreneurship programs and has been featured in the Wall Street Journal, Dallas Morning News, USA Today, Fort Worth Star Telegram, and on ABC, CBS, and NBC.



Ben Sardiñas is co-founder and chief marketing officer of Avisena, Inc., a healthcare management company that helps doctors and other healthcare providers improve collections and other administrative processes through the use of advanced technology.

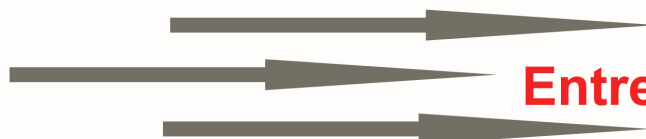
The bulk of his career has been spent founding and growing business in South Florida. An entrepreneur at heart, he feels most comfortable taking ideas and making them into profitable businesses. He has founded four companies in South Florida and successfully sold one of them to a publicly-traded consulting firm. In the process, his ventures have collectively created over 125 jobs and fostered the growth of dozens of individuals. He served as a practice leader and executive at AnswerThink, and has continued his career growth as co-founder and Chief Marketing Officer of Avisena, a 67-employee healthcare management company based in Miami that manages close to \$100 million in accounts receivable for 75 customers throughout Florida. Sardiñas holds a

Bachelor of Science in Electrical Engineering from Florida International University with a minor in Chemistry. He is also proud to have received a Charles E. Perry Visionary Award from FIU in 2003.

Lecture Topic:

Building a technology firm: Lessons from two successful young entrepreneurs

Lecture will be held on Monday, February 16, 2004 at 6:25 p.m.
University Park, Room PC 432.
11200 South West 8th Street
Miami, FL 33199



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For more information, contact the Institute for Technology Innovation at 305.348.7171

This series will include lectures by leading entrepreneurs, innovators, and professionals as part of FIU's university-wide initiative to foster new venture creations by students and faculty. This lecture series is partially supported by a grant from the National Science Foundation and a grant from the Ewing Marion Kauffman Foundation.