

**Dr. Michael Conway and Brushton University**  
**GENERAL INFORMATION FOR BOTH PARTIES**

Brushton University (BU) is a private university in Massatoba that was established in 1951. In this decade, BU has consistently had around 10,000 undergraduate and graduate students enrolled in numerous schools and departments. In 2007, ongoing discussions at BU on how to involve the school more fully in economic activity in its region began to focus on the idea of establishing an Institute of Entrepreneurship (the Institute) at BU. During 2007, tentative plans for the Institute were developed by a task force, and the plans were approved by BU's administration, faculty, and trustees in fall 2007.

As described in the plans, the Institute would engage in various activities to assist and benefit entrepreneurs and entrepreneurial activity in BU's region, including gathering information and conducting research, providing consulting and training services, and designing and coordinating conferences and programs. The Institute would have a few staff members of its own, particularly a Director, but would also involve and rely on faculty, staff, and students from throughout BU, especially its business school and economics and technology departments. The plans provided that initial funding for the Institute would come from BU's budget, but that the expectation was that almost immediately the Institute would mostly be funded by private and public grants, private donations, and fees and other payments from individuals and businesses for services provided by the Institute.

In early 2008, BU began the process of finding and hiring a Director for the Institute. BU advertised the position widely. BU's President, Donna Kelly, appointed a special hiring committee who reviewed hundreds of applications and interviewed dozens of candidates. In accordance with the process set forth by BU President Kelly, the hiring committee chose the eight top candidates who were invited to campus to meet with faculty, administrators, students, alumni, and other members of the BU community. After these eight candidates visited BU in the spring of 2008, the hiring committee gathered input from the BU community on the eight candidates and also checked the candidates' references. The hiring committee then sent to President Kelly its files on each of the eight candidates.

After reviewing the information in the candidates' files, President Kelly decided that BU should try to hire Dr. Michael Conway as the Director of the Institute. Dr. Conway had a Masters in Business Administration and a Ph.D. in Economics from top-rated universities in those fields. Dr. Conway had then taught business and economics courses for five years at another excellent university, then worked for three

years as a Director of the Economic Development department of a “think tank” in Massatoba’s capital, and since 2005, Dr. Conway had worked as the chief economist and senior advisor for Superba, Inc., one of the most successful venture capital firms in Massatoba.

In April 2008, President Kelly directed lawyers for BU to contact Dr. Conway to begin negotiations with Dr. Conway or his representatives on an agreement to hire Dr. Conway as Director of the Institute.

For purposes of this negotiation, assume all amounts mentioned are stated in U.S. dollars. For purposes of Round 1 negotiations, do not assume that the employment agreement terms set forth in Round 3 are applicable or acceptable to the parties in Round 1.

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