



Angad Singh
"Nick" Bawa
19, freshman at Babson College, lives on Long Island, N.Y.

Yinan Xu
22, senior at Harvard University, from Chicago.

Bentzion Chudnovsky
22, senior at Babson, from Rostov-on-Don, Russia.

Gabe Greeley
21, junior at Olin College of Engineering, from Andover.

Charles H. Brown
19, sophomore at Babson, from the Bronx, N.Y.

Nick is the most entrepreneurial. For a class project, he designed and sold oversized "Seaver Slippers." He quickly sold all 500 pairs of the Babson mascot footwear.

Yinan was writing her thesis on real estate trends in Shanghai when she got an e-mail about "CEO Intern." She's a big picture person and the only woman on the team.

Bent is the salesman. When he's not on TV, he works as a real estate broker in Boston. You should see him work a room. He'll be your best friend inside five minutes.

Gabe is the smart one. The mechanical engineering major was easily able to explain the cryogenics process to cast mates, drawing a few blank stares.

Charles's calculating mind may help ground this team. He's a numbers guy and studies finance. He said his goal is to minimize mistakes during their eight weeks in charge.

Summer interns take over

In a new reality show, a bona fide CEO hands over the reins



Pete Paulin will let students run 300 Below Inc. for eight weeks.

By John M. Guilfoili
and contributors

Five college students will skip the corporate ladder this summer and run a real company on a new reality TV show developed by a Babson College senior. Taking advantage of the reality TV craze, "CEO Interns" will put students from Babson, Harvard, and the Olin College of Engineering in Needham in the corner office and let them make all the decisions for eight weeks. They will travel to Decatur, Ill., to manage 300 Below Inc., a private industrial cryogenics processing firm.

But unlike popular reality TV shows such as Donald Trump's "The Apprentice" and Mark Cuban's "The Restaurant," the objective of "CEO Interns" isn't to pit people against one another to compete for a prize or career opportunity. Instead, the goal for the students is to win as a team by making 300 Below a better company.

"Creativity, innovation, teamwork," said the show's creator, Prescott Paulin, who graduates from Babson's business college this weekend and will be commissioned as a Marine second lieutenant soon after. "In the business world, there's almost nothing as a successful business that has an environment where people are pitted against each other. It's refreshing to see a show that doesn't belittle other people; that doesn't denigrate them. We are simply showing the positives of good teamwork."

But "CEO Interns" hasn't landed a TV deal yet and Paulin admits that the show's format might be a tough sell for major televi-



Rosemary Casey (second from left) helped cast "CEO Intern." The reality show was the brainchild of Prescott Paulin (center).

CEO hands over reins to 5 interns

Babson. Babson sophomore Charles H. Brown, 19, agreed. "I know it's going to be a great experience, whether or not the production side of it works out," he said.

For some cast members, it's also a chance to get out of their comfort zone.

"You have the management abilities and all the knowledge, and you try to see how you can use them, how you can implement them, in an absolutely different way, in an absolutely different industry," said Bentzion Chudnovsky, 22, a graduating senior at Babson.

"It's not even close to what I'm doing, but at the same time, I think the opportunity to come to an existing company and try to implement something new is really incredible."

300 Below certainly is different from the students' college experience. The company's business is increasing the lifespan of metal products by heating them to red-hot and then quenching them in ultracold liquid nitrogen. It's a process the firm has used for everything from spaceship parts to Jack Nicklaus's golf clubs.

Prescott Paulin's father, Pete, is the founder and chief executive of

the company. He agreed to give up the executive office for a few weeks for his son's dream.

He will transition to chairman while the show tapes from June to August. He said he's not at all nervous about having college students run his company, which has been profitable for 15 consecutive years.

"They'll be running it lock, stock, and barrel, 100 percent. We're going to turn over everything including the checkbook to them," Pete Paulin said. "We feel very fortunate to have a brain trust of this magnitude. It's a tremendous opportunity."



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