



*Our Mission:*

*To be a recognized leader in transforming those with entrepreneurial spirit into leaders of successful, value creating enterprises in both not for profit and for profit arenas.*

**HIGHLIGHTS OF THE YEAR 2010–11**

Donald McNeely Center for Entrepreneurship has completed its seventh year. We set new records this year in all aspects of the center's work. Our outreach and services continue to reach an expanding number of people. We are dedicated to serving students, alumnae/i, faculty, and people from the community with education, coaching, connections and other resources. This year many more students and alums were touched by the center's services.

Serving Students and Alumnae/i	Individuals Reached
<b>Student outreach and education:</b> e-mails, posters, general event alerts, announcements and Facebook page go out monthly in some form	3938 students
<b>Student engagement:</b> training session, individual orientation sessions, competitions, campus & classroom speakers, Entrepreneurship Week events	348 students
<b>Intensive individualized support for students:</b> E-Scholars, student venture managers, individualized studies, student business owner coaching	67 students
<b>Alumnae/i connecting with students:</b> alums providing coaching, informational interviews, hosting site visits, class presentations and assisting with venture start-ups	110 alumnae/i
<b>Entrepreneurial alums connect to each other:</b> McNeely Center sponsors events where alums attendees meet each other and listen to successful peers.	625 event attendance
<b>E-Scholar alumnae/i continue to connect:</b> annual E-alum gathering, homecoming events, and volunteering with others	57 E-Scholar alums
<b>High school summer campers are introduced to entrepreneurship:</b> Best Prep brings a weeklong summer camp to SJU with co-host McNeely Center.	165 high school students

**CENTER STAFF**

**Terri Barreiro**  
director

**Kelli Gradin**  
coordinator

**Denneisha Dean**  
student administrative  
assistant

**Paul Marsnik**  
academic director,  
professor, management

**ADVISORY COMMITTEE  
MEMBERS 2010-11**

- Mark Krebsbach – Chair
- Rob Culligan
- Kristin Darnall
- Ernie Diedrich
- Trish Dick, OSB
- Bob Foster
- Ryan Heining
- Paul Marsnik
- Margrette Newhouse
- Mary Nord
- Brian Osberg
- Bill Pelfrey
- Tim Reardon
- Paul Richards, OSB
- Mike Urbanos
- Joe Vaughan
- John Young

*Very generous donors continue to support our work.* Throughout this report you will see the names of donors that have given gifts this year to specific programs of the center. The overall operations of the center are supported by gifts from:

- Gregory R. and Peg Palen
- Manitou Fund
- Space Center, Inc.
- Raymond and Jean Keating Endowment

We are pleased to share the results of this year with you.

- Terri Barreiro, Center Director
- Paul Marsnik, Academic Director



Clemens Perk staff team enjoy working together

## ENTREPRENEUR STUDIES PROGRAM PRODUCES E-SCHOLARS

### ENTREPRENEURSHIP STUDIES PROGRAM COMPLETES SEVENTH YEAR

In August 2010 a new group of 12 selected students became the seventh cohort of E-Scholars. Another eleven students began their second year in the program at that same time. During the two years E-Scholars learn and practice entrepreneurship as they complete three courses in entrepreneurship studies and develop detailed venture plans. They also travel to entrepreneurial hot spots. And they get hands-on experience by starting or leading a student-run venture or being an apprentice of an alum entrepreneur. Over a dozen volunteer mentors as well as staff members provide individualized coaching and expert advice throughout the program.

Since beginning in 2004, the E-Scholars program has engaged over 95 students from both the College of Saint Benedict and Saint John's University. During the past seven years, students and student-teams started 10 ventures and over 55 students experienced intensive apprenticeships with entrepreneurs in business and nonprofit ventures. E-Scholars have traveled to Hong Kong, Southern China, Silicon Valley, San Francisco, Kansas City, Phoenix, Seattle, Denver and of course the St. Cloud and Twin Cities areas to visit businesses and nonprofit ventures demonstrating entrepreneurship.

### Thank you to E-Scholar program sponsors for their important support

E-Scholar sponsors make it happen. There is a student fee, currently \$3500, to be a participant in the E-Scholars program. The remaining program costs are covered by generous E-Scholar program sponsors.

This year's sponsors are: Dennis Ginter, David Hardwick, Bill Pelfrey, Russ & Tina Sherlock, Derek Tamm and his colleagues at Northwestern Mutual, Northwestern Mutual Foundation, Bill Schubert, and The Margaret and James Kelley Foundation.

### 11 E-SCHOLARS COMPLETE THE PROGRAM AS THE SIXTH COHORT IN SPRING 2011 — CONGRATULATIONS TO THEM!

Keenan Brugh, economics  
Anne Carney, communications  
Ben Crist, music & management  
David Foster, management  
Kira Garrett, English  
Aaron Haakonson, management

Sarah Hupperts, management  
Hao Lei, math  
Ben McDermott, art  
Jarod Sherlock, individualized major  
Grady Sloan, management & accounting

### 11 E-SCHOLARS BEGIN THE SECOND YEAR OF THE PROGRAM, THE SEVENTH COHORT

Cody Denike, computer science  
Dan Jaeger, management  
Liangyifeng (Klyf) Kong, economics  
Gerald LeGarde, management  
Jessey Niyongabo, environmental studies  
Trang Pham, individualized-int'l. mgmt.

Miguel Pena, accounting  
Tyler Safranek, psychology  
Rebecca Scholz, management  
Matt Wildenborg, physics  
Lauren Witt, sociology

### 13 NEW E-SCHOLARS SELECTED TO BEGIN THE PROGRAM FALL 2011, THE EIGHTH COHORT

In February 2011 13 sophomores were selected in a very competitive process to become E-Scholars starting fall 2011. They bring with them the most diverse group of majors beating the record set by the previous group. They also include five students with roots in other countries: two from China, one from the Bahamas, Guatemala and VietNam.

Beau Grams, political science  
Joey Hamburger, theater & management  
Anthonique Hanna, economics  
Joe Harren, philosophy  
Steve Johnson, environmental studies  
Clare Murn, communications & mgmt.  
Jesika Paul, management

Antony Retica, management  
Josh Smith, philosophy  
Ashley Toninato, communication  
Tu Tran, biology & pre-med  
Yingting Wang, accounting & management  
Linhan (Max) Zhao, economics & math



Eighth E-Scholar cohort, not pictured — Josh Smith

## FINDING AND SUPPORTING YOUNG ENTREPRENEURS

### STUDENT VENTURE LEADERSHIP LEARN TOGETHER IN NEW COURSE

Twenty CSB/SJU students were leaders of the four student-started, student-operated campus ventures described on the previous page. Selected by the student leaders from the previous year, these student leaders assume all management and decision making responsibilities and run two coffee shops, a screen printing business, and a documentary production company.

This year those students participated in a new course designed just for them and taught by Paul Marsnik and Terri Barreiro. The goal of the course is to capture the moment of experience, engage the students in discovery and add key concepts and principles that result in knowledge they can use for a lifetime. These real-world management experiences engage students in ways that keep them continually operating just outside their comfort zone, where they test their skills and knowledge in new real-world situations. The classroom discussions focus on topics tied to those experiences such as supervising your peers and friends, financial analysis that aids strategic decisions, pragmatic strategic planning, and marketing in a complex media environment.

Each team also receives individualized help from McNeely Center staff and volunteers in areas such as, strategic planning facilitation, team leadership, vendor relations and management tools for success.

### SEVEN STUDENTS WIN THE 2011 ERIC REGO BIG IDEA COMPETITION

The Big Idea Competition challenges students to share their ideas and dreams to improve the world or the things in it. Individuals or teams submit a one-page venture idea description and present the idea in a 90-second “elevator pitch.” The competition kicks off the Scholarship and Creativity Day celebration of student achievement at CSB/SJU. This year 34 students competed before an audience of over 30 students and faculty.

This competition is named in honor of one of the first E-Scholars, who passed away in 2008. Judges this year were Mark and Sonia Rego, parents of Eric Rego; Katie Kalkman, E-Scholar alum; Kirk Studebacher and Jim Oricchio, Coordinated Business Systems; Patti Epski, SJU president’s office.



Student ventures entertain at Homecoming

General student winners:

1. \$200 Winners — John Burns and Cole Schiffler with Kool Keg Inc. (a keg wrapper that will fit around a keg and will keep your beer cold for multiple hours on end)
2. \$100 Winner — Ryan Wold with Ryan Wold’s Elderly Events and Promotions (matching CSB/SJU musicians with nursing homes in need of entertainment)
3. \$50 Winner — Fabricio Moncada with Moncada’s Tennis World (a specialty tennis store in a high traffic mall in Miami)

E-Scholar winners:

1. \$200 Winner — Ben Crist with Photon Lighting Services (energy efficient lighting for college campuses.)
2. \$100 Winner — Annie Carney with MN LEAP Program (A leadership program modeled after the LEAP program in California, for Minn. adolescents.)
3. \$50 Winner — Trang Pham with ETL Promotions (Extending the LINK promotional tours and items for sale that expands issue awareness)



Alums enjoy Entrepreneurial Luncheon Series

## ALUMNAE/I ENTREPRENEURS ENGAGE WITH STUDENTS

### MCNEELY STUDENT VENTURE LOAN FUND HELPS STUDENT OWNED VENTURES GROW:

- “Campus2Canvas”— with a loan granted in May 2010, this E-Scholar team created an inventory of original oil paintings of scenes at SJU and CSB campuses to be ready for fall sales. A new partnership with the campus bookstores expanded their reach. Sales were beyond expectations allowing for easy loan repayment. Ben Crist ’11, Jungkun Li ’11, Ben McDermott ’11, and David Forster ’11 are the students leading this new venture. [www.campus2canvas.com](http://www.campus2canvas.com)
- “Cherrico Pottery”— Joel Cherrico ’10, received a loan in May 2010 that allowed him to create a large inventory of pottery for everyday living that he sold all year long. He developed relationships with stores in St. Joseph Minn., participated in craft and arts fairs and sold from his website [www.cherricopottery.com](http://www.cherricopottery.com)
- “Yambiro Village Project” — this is a partnership between the McNeely Center and gender studies tied to a multi-week summer course in Yambiro, Ecuador. A McNeely student intern goes on the trip and works

with local women in an embroidery collective. Embroidered bags and other items are brought back to campus and sold throughout the year. Each Yambiro woman is given a fair price for her work and excess revenue from product sales is returned as scholarships for Yambiro girls to attend a local private high school. The cash flow loan fund allowed this project to grow the products purchased in Ecuador.

- “Peerless Lawn Care” — started and owned by E-Scholar, Aaron Haakonson ’11, this lawn service was able to expand its number of crews and what it offered to customers with a capital loan. Spring contracts grew significantly as a result of the expanded capacity.

### CONGRATULATIONS TO OUR VOLUNTEERS OF THE YEAR— GREG KOLBJORSEN AND MIKE ANDERSON

These two are CEO and CFO respectively and co-owners of QuarterTon Productions. QTP is a St. Cloud based media production company. While not alums, we have adopted them as close friends of the center. Selected as winners by students and staff, they never say “no;” instead figure out how to respond to our requests in creative and enthusi-

astic ways. These two volunteer together as “center mentors” at least four times a year. They host informational interviews at their offices, periodically produce speaker videos for the center and in January 2009 they traveled with the E-Scholars to China working on a documentary about their travel.

### VOLUNTEERS HELP MAKE IT HAPPEN

Over 60 volunteers help the McNeely Center deliver quality programs and donate a total of over 200 hours. The listing of these volunteers is on the center website, [www.csbsju.edu/cfe](http://www.csbsju.edu/cfe)

- Seventeen alums are “center mentors,” coming to campus regularly to consult with center-linked students.
- Twenty alums are “panelists” who volunteer their time to listen to student presentations on venture ideas, feasibility analyses and venture plans. One of these is at a national competition, held in Denver, of E-Scholars from all three colleges offering E-Scholars.
- Thirty-five alums and friends of the center are “site visits hosts” for E-Scholars in the St. Cloud area, San Francisco, Silicon Valley, Hong Kong, and the Twin Cities. Students hear first-hand of the opportunities and challenges of leading entrepreneurial ventures.

### ALUMNAE/I ARE INSPIRED BY SUCCESSFUL ENTREPRENEURS

Five times this year 120 plus alumnae/i entrepreneurs or professionals supporting entrepreneurs gathered at the Minneapolis Club. They came to listen to a peer tell their career story and the current challenges of their industry. This year attendance totaled over 600. Since its beginning seven years ago, nearly 900 people have attended at least once. Our speakers this year were:

July 15, 2010	Kris Lynch ’81	CEO Smartbase Solutions
September 9, 2010	Greg Palen ’77	Chairman Spectro Alloys
November 11, 2010	Paul Schurke ’77	Co-Owner, Wintergreen Dogsled Lodge and Artic Explorer
March 10, 2011	Dan Bastian ’90 and Angie Bastian	Founders, Angie’s Kettle Corn
May 19, 2011	Denise DeVaan ’75	CEO, DeVaan & Associates, Inc.

Biographies of all speakers as well as some of their speeches can be found at our website [www.csbsju.edu/cfe](http://www.csbsju.edu/cfe) by clicking on entrepreneurial alums. Sponsors cover all expenses for these events. Thank you to our Title Sponsors: Faegre & Benson (Steve Kennedy), MSpace (Ryan Heining), Atomic Data Centers (Jim Wolford) and thank you to our Signature Sponsors: CRESA Partners (Tom Sexton), CERTA Pro-Painters-Twin Cities, now Tru North Painting (Eric Morud), Merrill Lunch (Jeff Rathmanner and Jeff Kluge), Platinum Bank (David Rom), Elavon (Stuart Harvey), RJF Agencies (Bill Jeatran and Tim Fleming), The Capital Advisory Group (Tom Hokr) and The Meridian Group (John Kurth).