

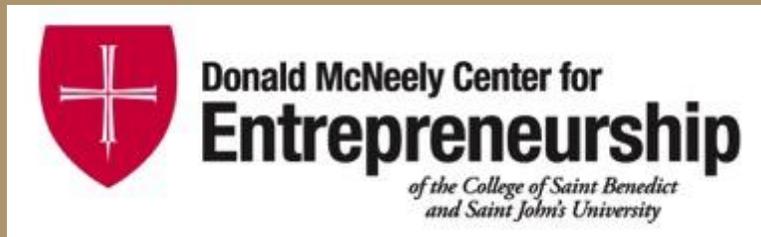


Donald McNeely Center for Entrepreneurship



This Past Year at a Glance

Recap and relive all the memories you created with the Donald McNeely Center for Entrepreneurship this year and get a sneak peek of upcoming events.



College of Saint Benedict | Saint John's University, 350 Simons Hall, Collegeville, MN, 56321

entrcenter@csbsju.edu

320-363-2764



Entrepreneur Scholar Venture of the Year

Vive Media



My experience with Vive Media was one that will stick with me for the rest of my life. One of the reasons I came to CSB/SJU was the E-Scholar program. I had been involved in DECA/BPA in high school and always thought running a start-up was something I wanted to pursue.

When I started the E-Scholars journey, Megan Towle, Nick Liemandt and I began our feasibility analysis report on an idea called Connect 4ward. Connect 4ward was a web platform that connected college students and non-profits with virtual work. We soon realized this idea was unfeasible and decided to "take the horse out back and shoot it". I must say I thought by this time in my E-Scholars career I would have already launched a business or at least have a solid business idea. I had neither, and I was now back to square one. Starting over turned out to be a blessing in disguise. It helped me to refocus and learn some valuable lessons. Lesson 1, it can be tough to work with a roommate/ best friend. Lesson 2, hone in on your already existing talents. Lesson 3, work your already existing network. During my time working at Optum Health in the marketing program I had created several videos. My target customers would be people who understood the tremendous value of promotional videos, but who did not have the time, energy, resources, or knowledge to create a video.

With my knowledge of iMovie, Final Cut Pro, and my photography background, I decided to refocus on promotional videos. Amelia Schmelzer and I agreed to be partners. She would handle the financials and logistics, and I would be the creative/ businessperson. It was a great combination. Going into fall semester of senior year, I began to see a huge opportunity to utilize students on campus who had film background and who were looking for projects to show off their skills. The CSBSJU media center was a great resource to help me find videographers, photographers, website designers and people just interested in startups. They also helped connect me with many on-campus staff and departments that were in need of promotional videos.

That is how I came in contact with Kevin Conway, a sophomore film studies major at the time. He just joined the E-Scholars program and will continue to create promotional videos. He had much more film background and expertise than I had so we made a great team. Working with Kevin helped me learn the importance of partnering with people smarter than yourself.

During the 2015/16 school year we did videos for the McNeely Center for Entrepreneurship, the McCarthy Center for Public Policy, and the CSB Student Development Office. We put in a lot of time and effort. We had many highs and many lows. We learned a lot about business and learned even more about ourselves.

When we were named the Venture of the Year, it was very humbling. It was truly an honor to be recognized for all the hard work, hours and dedication. For me, the award was a validation that if you set your mind to something and take advantage of your resources that the sky is the limit.



The Bennie Sweep

CSB students took home the trophy... TWICE!

The Eric Rego Big Idea Competition celebrates students who have the creativity to produce a big idea. Students pitch a 90-second business idea to a group of panelists that, this year, included Margaret Murphy – president and COO of Olson Marketing, Matt Johnson – Director of inventions and strategy at GoKart Labs, Ed Driscoll – CEO of Rational Energies. This year's master of ceremonies was SJU graduate Ryan Wold. Approximately 60 students submitted 30-second videos about their entrepreneurial ideas. From that group, 10 were selected to participate in the final event. CSB Senior Jerly Alcalá captured top honors at this year's competition for her pitch on "Tasty Tacos Tonight". Taking second place was CSB sophomore Felicia Mix for her idea, "Healthy Benefits". Finishing off the competition in third place was CSB sophomore Precious Drew for her



From left: Precious Drew '18, Jerly Alcalá '16, Felicia Mix '18.
Photo: Sierra Lammi '19

idea, "Binge Central". This year marked the first time in the 8-year history of the event that the top three spots were all swept by CSB students.

A special Thank You to our guests of honor, Eric's parents – Mark & Sonia Rego, Jim Oricchio – Eric's supervisor at Coordinated Business Solutions, and Christopher Thiel – Business Banking Officer at American Heritage National Bank.

Videos:

[Competition Promo](#)

[Ryan Wold Elevator Pitch Intro](#)

And one more very special video featuring President Mary Hinton's Elevator Pitch – [Click Here to Watch](#)

Who is Eric Rego?

Eric Rego was in the very first group of E-Scholars (the E-1's). He graduated from SJU in 2006 with a BA in Biology. Eric passed away suddenly in 2008. The Big Idea



Competition is named after Eric Rego as a way to remember him and honor his entrepreneurial spirit.

Click the link to learn more:

https://youtu.be/qIu_n11q3o



Entrepreneur Scholars Consortium Denver, CO



Every year the Entrepreneur Scholars from the College of Saint Benedict, and Saint John's University participate in the E-Scholars consortium. The consortium is a three-day event where E-Scholars from around the country (University of Portland, St. Mary's University in San Antonio, and CSB/SJU) gather to participate in a 24-hour business plan competition, and compete for the coveted elevator pitch trophy. This year, over 40 students pitched their ideas for new ventures in the first round of the competition on Friday in Denver Colorado. When the ten finalists were announced at dinner on Friday night, the only CSB/SJU E-Scholar to advance was Jerly Alcalá. Jerly had worked tirelessly on the pitch for her venture Tasty Tacos Tonight and she knew she had a chance to bring the trophy back to CSB/SJU for the first time since, 2013 when CSB E-Scholar Tu Tran won the competition with her pitch on healthy vending machines.

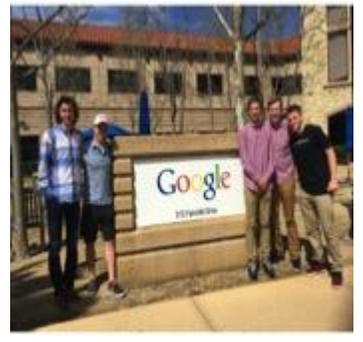
Jerly also knew that the competition would be fierce because she would be going up against some of the best entrepreneurial students in the country. Jerly worked late into Friday evening practicing her 90-second pitch in front of her E-11 colleagues. On Saturday morning, Jerly gave a flawless pitch. It was both professional and passionate. When she was announced as the winner at the awards ceremony, her E-11 team erupted in a joyous celebration. "I have never seen anyone work that hard on an elevator pitch, and I have never seen a team cheer so loud." said E-Scholar faculty director Paul Marsnik. "I am so proud of Jerly and her E-11 team. I really think that the support and encouragement of her teammates might have been just what she needed to get to the highest level of performance. It is great to have the trophy back in the McNeely Center where it belongs."

"The event was fantastic. The crowd's enthusiasm was contagious and this added to the passion I had for the venture and pitch. The multi-faceted approach to the venture that combines entrepreneurship as well as my culture also added to the passion I had for it.

I am so thankful that I had the opportunity to give the pitch. I'm a very shy person and I especially dislike talking in crowds. However, with the help of Pat, Paul and the rest of the center, I was able to challenge that fear and I was lucky I won!"

-Jerly Alcalá, '16





Silicon Valley, Startup Mecca

Each year, the E-Scholar Cohorts take their lessons outside of the classroom.

Silicon Valley, CA – In March, the newest cohort of Entrepreneur Scholars (the E-12's) travelled to Silicon Valley, California to observe, first hand, the mecca of innovation and entrepreneurship. Weeks before arriving in Silicon Valley, the E-scholars began the challenging task of setting up site visits and informational interviews with entrepreneurs and businesspeople in the area. After hundreds of phone calls and e-mails, the E-Scholars had set up visits at Google, Facebook, Uber, Netflix, and many more. In addition to the student-organized visits, the entire group visited SJU alum Mark Flynn at his venture capital firm, GSV Capital and Ron Johnson (formerly of Target, Apple, JC Penny) at his newly launched company, Enjoy. This year marked the 12th consecutive year that CSB | SJU students have visited the technology hub of America!

(See next page for a complete list of Silicon Valley, CA site visits)

“The trip was very inspiring. We got to see some of the most revolutionary companies from around the world. It really gave us a field experience of entrepreneurship.”

-Claudia Eisenhuth, '17



Silicon Valley, CA Site Visits 2016:

- Pereira & Odell – San Francisco – an international award-winning advertising agency that combines techniques from traditional advertising, digital, PR and design to create innovative campaigns, programs and products that are in sync with how consumers behave today. (contact: P J Pereira- founder)
- Salesforce – an American cloud computer company. Though its revenue comes from a customer relationship management (CRM) product, Salesforce also capitalizes on commercial applications of social networking through acquisition. (contact: Jess Smith- recruiting coordinator)
- Netflix – Los Gatos – an American global provider of streaming films and television series. (contact: Claire Swenson- recruiting matchmaker)
- Google – Mountain View – an American multinational technology company specializing in Internet-related services and products that include online advertising technologies, search, cloud computing, and software. (contact: Jennifer Timmerman, Ev an Kokkila Schumacher- content & user education specialist, Becca Tollefson- developer relations program manager)
- Arrayent – San Francisco – an Internet of Things (IoT) platform delivered as a Software-as-a-service (SaaS) solution. It enables product manufacturers to connect their products with their customers via the Internet. (contact: Shane Dyer- founder)
- Great Place to Work – San Francisco – the global authority on building, sustaining and recognizing high-trust organizational cultures. It provides executive coaching and culture consulting services to businesses, non-profits and government agencies in over 40 countries on six continents. (contact: Michael Bush)
- Levi & Strass Co. – San Francisco – a privately owned American clothing company known worldwide for its Levi's brand of denim jeans. (contact: Justin Brandt- strategy manager)
- Facebook – Menlo Park – a for-profit corporation and online social networking service. (contact: Jamie Utzinger- media planner)
- Dropbox – San Francisco – a file hosting service operated by American company Dropbox, Inc., that offers cloud storage, file synchronization, personal cloud, and client software. (contact: Anica Wensman- content)
- Medallia – Palo Alto – provides Software-as-a-Service (SaaS) Customer Experience Management (CEM) and Enterprise Feedback Management (EFM) software and services to hospitality, retail, financial services, high-tech, and business-to-business (B2B) companies in the United States and internationally. (contacts: Meghan Greenwald- talent manager, Katie Gonzalez)
- Square, Inc. – San Francisco – a financial services, merchant services aggregator and mobile payment company. (contact: Karen Martell- marketing & partnerships)
- A&C Ventures – Sonoma – a private real estate investment firm. ACV has been active in the acquisition, development, redevelopment, and management of single-tenant retail properties throughout the United States. (contact: David Grievé- owner)
- Wynn Media – Santa Clara – provide strategically targeting publicity services, thus leveraging media relationships and maximizing forward momentum for their clients. (contact: Wynn Silbermann- founder & president)
- Uber – San Francisco – an American multinational online transportation network company. It develops, markets, and operates the Uber mobile app, which allows consumers with smartphones to submit a trip request, which is then routed to Uber drivers who use their own cars. (contact: Kurtis Nusbaum- software engineer)
- Apple – Cupertino – an American multinational technology company that designs, develops, and sells consumer electronics, computer software, and online services. (contact: Mitch Van Bruggen)
- Microsoft – an American multinational technology company that develops, manufactures, licenses, supports, and sells computer software, consumer electronics, and personal computers and services. (contact: Dave Jenkins- account executive, health & life sciences)

“The biggest thing (about the trip)? Holy smokes, we went to Silicon Valley. We talked to people at Google, Facebook, Dropbox, some people you would have never imagined. That puts hair on your chest.”

-Roman Derevyanko, '17



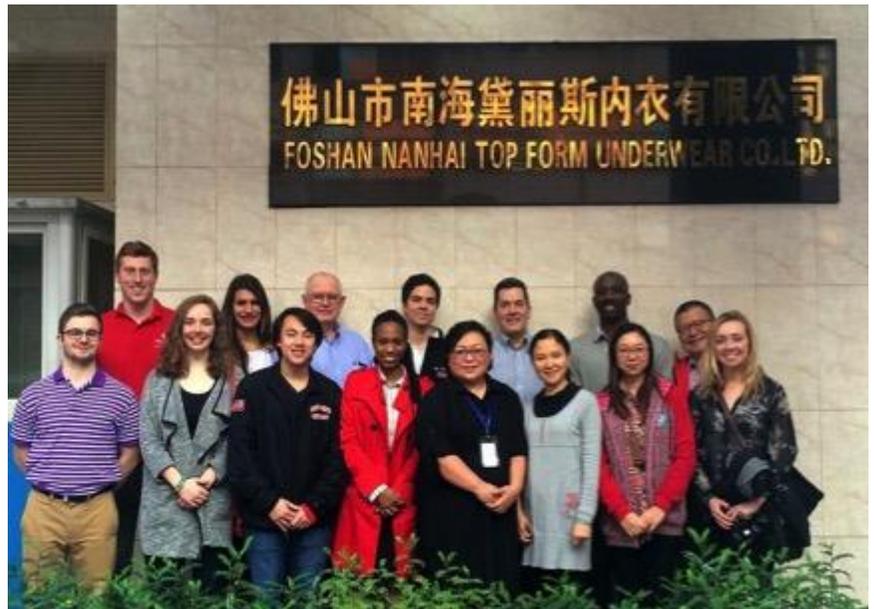
Silicon Valley, CA Site Visits 2016:

- Enjoy – Palo Alto – an online electronics store with free personal set up. (contact: Ron Johnson)
- GSVlabs – Redwood City – a global innovation center based in Silicon Valley that accelerates startups and connects corporations to exponential technologies, business models, and entrepreneurs. (contact: Ramona Pierson, Mark Flynn- co-managing partner)
- Pen-cal – San Francisco – this company has provided their clients with the highest level of quality and service in the design, implementation, and administration of employee and executive benefit plans for more than 50-years. (contact: Kirk Penland- CEO)
- Dogtelligent – San Francisco – a dog collar with smart features to help your dog live a longer, healthier, happier life. (contact: Patrick Perrine- founder)
- Strava HQ – the social network for athletes. They are a global community of millions of runners, cyclists and triathletes, united by the camaraderie of sport. Their website and mobile apps bring athletes together from all walks of life and inspire them to unlock their potential. (contact: Larissa Rivers- marketing manager)
- A Runner's Mind – Burlingame – specialty running store. (contact: Monte Keleher- co-owner)
- San Francisco Running Company – Mill Valley – they carry a wide selection of road, trail, and racing footwear, as well as athletic apparel. (contact: Brett Rivers- owner, creative director)
- SenseiHub – Palo Alto – your go to platform to research, innovate and grow your business. SenseiHub is a start-up that allows employers to connect with Ivy League Students around the country to assist them with finishing projects for a cheaper price and quicker. (contact: Aditya Sudhakar- founder)
- Augmedix – a document solutions company that has been developing a robust application for the wearable device that allows physicians to live-stream the patient visit and eliminate the electronic health record (HER) pain points, saving them up to 15 hours a week and improving the chart quality. With hundreds of users, Augmedix has become the largest Google Glass partner in the healthcare industry. (contact: Jordan Noonan)
- Boutique Air – an aviation company. The airline offers charter services as well as scheduled passenger services subsidized under the Essential Air Service (EAS) program. (contact: Winnie Fong- financial analyst)
- Kaiser Permanente Ventures – Santa Clara – the largest US single comprehensive electronic medical record system, leading evidence-based care delivery model, largest non-academic research organization in the nation, and research partner with more than 40 prominent academic institutes. (contact: Nilay Shay)
- Weston Presidio – an American private equity firm focused on growth capital investments in late-stage companies across a range of industries with a specific focus on the consumer products, business services, industrial, media, publishing, healthcare and technology sectors. (contact: Michael Cronin- founder & managing partner)
- RosterBot – San Francisco – created to take the work out of playing and organizing team sports, leaving you with time to focus on your game. It provides the tools to make the organization, enumeration, and conversation around team and community events more efficient and pleasurable for people (and robots) of all ages. (contact: Bret Hedican, Co-founder & CEO of Tsyua Brand)

+ E-Scholars Go Global!

China – Over winter break, the eleventh cohort of Entrepreneur Scholars (the E-11's) embarked on a two-week business trip to China where they visited the cities of Shanghai, Guangzhou, Shenzhen, and Hong Kong. Their mission was to set up and execute site visits and meetings with entrepreneurs, expatriates, and businesspeople in a foreign land. Paul Marsnik, E-Scholars professor and leader of the China trip for the past 11 years, described the experience this way "This is not a spring break trip and it's not a family vacation. Not even close! It's a business trip. The students are expected to set up their own visits, plan everything out in advance, navigate the public transportation system, deal with the language barrier, and present themselves at meetings in a professional manner, and every year they blow me away with the awesome things that they do. China puts you way out of your comfort zone and that's where the greatest learning takes place." This year, students visited a number of different companies including 3M, Riot Games, Target, and more.

**See next page for a complete
list of China site visits!**



China Site Visits 2015-2016:

- Aoking Bags – Guangzhou – bag manufacturer; they can produce nearly 25,000 bags per week. (contact: Terry)
- Topform Bras – Guangzhou – a manufacturer of intimate apparel, creates bras and underwear for top brands, such as Victoria's Secret, H&M, and Hanes. (contact: Naudia Aoking)
- English School – Guangzhou – a school where they teach English to wealthy Chinese children. (contact: Peter Steele, Jenny Steele- founders)
- Hong Kong Skating Union – Hong Kong – one of the world's leading figure skating clubs; they train single figure skaters, ice dance partners, synchronized teams, short track speed skating, and the Hong Kong Olympic Team. (contact: Daniel Fong- head of training)
- Target – Hong Kong – the second largest discount retailer in the U.S. (contact: Doris Chan- senior sourcing director, apparel & accessories)
- Nextern – Shenzhen – a domestic and international manufacturing services provider that offers innovative design, proprietary production management technology and integrated manufacturing to deliver top quality and economical mechanical and electromechanical parts and products. (contact: Rich Farrell- CEO, Court Farrell- engineer, Mark Rogers- factory Nextern technologies)
- NewBright Toys – Hong Kong – the largest remote controlled toy supplier to companies like Walmart, Toys "R" Us, Target, and more. (contact: Ryan Logan- national sales manager)
- 3M – Hong Kong – 3M sees the world's challenges clearly and unites the people that dare to solve them. They innovate with purpose and use science every day to create real impact in every life around the world. (contact: Barry C.C. Liao- managing director)
- Riot Games – Hong Kong – the creator of League of Legends, the number one game played in the world and the number one game in China. (contact: Michael Godby)
- Startup Grind Shenzhen – Shenzhen – helps entrepreneurs find office space and resources to start their business. (contact: Jan Smejkal- teaching assistant & Co-director)
- Biga Fashion International Limited – Jiangsu/Shanghai – a clothing manufacturing company that is comprised of many factories that produce clothing for big-brand companies like Target, Disney, Zara, and more. (contact: Robert Moyer, Jack- factory manager)
- Jones Lang LaSalle Limited – Hong Kong – a professional services and investment management firm offering specialized real estate services to clients seeking increased value by owning, occupying, and investing in real estate. (contact: Brian Brenner)
- Global Talent Management – Hong Kong – a talent agency (contact: Mark Sullivan- DFS Group)
- Haworth Furniture – Shanghai – this company is the 3rd largest furniture provider in the world; they are the producers of all of Target's furniture. (contact: Frank Rexach- Vice President & general manager)
- Control Risks – Shanghai – Control Risks deals with high-profile situations globally and handles kidnappings all over the world; they have worked with many governments, celebrities, and the most high profile cases. (contact: Kent Kedl- senior managing director)
- Manpower Group – Guangzhou – a staffing firm; the world leader in innovative workforce solutions. (contact: Vivian Zheng)
- Forcome – Shanghai – a manufacturing company; they produce items such as meat slicers and other products that they sell to Northern Tool, Gander Mountain, etc. (contact: David Wang, Laura Lee, Vincent Wei)
- Bemis Worldwide – Hong Kong – they make sew free products using innovative bonding technology for both apparel and consumer products. (contact: Arnia Liati)
- Patrick Leung - Speaker



“Overall, China was the trip of a lifetime. The modernization and beauty found in China will inspire me for years to come. The trip was a great mix of business, travel, and tourism.”

-Joby Nolan, '17



Congratulations!

To our Entrepreneur of the Year Award Winners, our Graduating E-Scholars, and our Incoming E-Scholar Cohort



Entrepreneur of the Year

2015 –

- SJU: Rick Baurely '91
 - Founder & Managing Partner/ CEO of Granite Equity Partners ([Watch Rick's video](#))
- CSB: Janet Dryer '83
 - Former CEO of HelpSystems ([Watch Janet's video](#))
- CSB | SJU Social: Krista Carol '00
 - Co-Founder & CEO of Latitude ([Watch Krista's video](#))

2016 –

- SJU: Brian Kueppers '89
 - Founder/CEO at Apex Revenue Technologies
- CSB: Darlene Miller '73
 - President/CEO at Permac Industries
- CSB | SJU Social: Brother Paul Richards
 - Saint John's Boys Choir & Benedictine Volunteer Corps

Graduated E-Scholars

- Jerly Alcalá
 - Major: Philosophy
- Allison Steen
 - Major: Global Business Leadership
- Yue Pheng Lee
 - Major: Asian Studies
- Nick Liemandt
 - Major: Global Business Leadership
- Megan Towle
 - Major: Global Business Leadership
- Sam Brynstad
 - Major: Computer Science
- Shawn Yoakum
 - Major: Communications

New E-Scholar Cohort

- Kevin Conway
- Precious Drew
- Kim Ficker
- Matt Miller
- Felicia Mix
- Sierra Schmelz
- Alexandra Savre
- Lucy Cervino
- Dennis He
- Jon Paquette
- Ashley Lee
- Sarah Spaulding



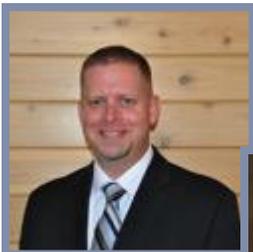
The Donald McNeely Center for Entrepreneurship Thanks YOU!

The Donald McNeely Center for Entrepreneurship would like to extend a very special thank you to all who volunteer their time, advice, and expertise.



Center Mentors.

Mike Edgar – Protiviti, John Wessinger – LATERALUS, Will Berigan – Shamrock Wealth Management, Joe Mucha – Chair, Board of Trustees at SJU, Aaron Haakonson – Peerless Lawn Care, Inc., Terri Barreiro – Teri Barreiro Consulting Services, Lisa Maurer – Bremer Bank, Bob Labat – Grand Promotions, Bob Foster – Foster, Brevier, Wehrly, PLLC, Bill Pelfrey – Red Barn Development LLC, Ed Driscoll – Rational Energies, Inc., Margaret Murphy – OLSON, Mike Rakes – Philia Foods, Willie Willette – Willie Willette Works, Mary Nord – Olson, Andrew Mueller – Senior Business Analyst at Target, Mary Bruno – Owner at Bruno Press, Luke Riordan – CEO and Founder of DAYTA marketing, Andy Vinson – Executive Director at HealthPartners Central Minnesota Clinics, Nick Wessinger – AF Sales Representative at St. Jude Medical, Mike Kohler – RE/MAX RESULTS and Platinum Group, Todd Montpetit – OWNER at ITR Group, Inc, David Forster – Little Pepper Promotions



Executive in Residence.

2015-2016: Chris Thiel – American Heritage National Bank

2016-2017: Ed Driscoll – Rational Energies



Luncheon Speakers.

2015-2016:

Nov. 12th, 2015: Dick Pope – Chairman/ CEO of Wincraft, Inc.; Jan 21st, 2016: Dan McKeown – President/ CEO at The Specialty Mfg Co.; March 10th, 2016: Josh Dirlam – CEO at New Wave Design and Verification; May 12th, 2016: Kathy Dotzler – Co-founder/CEO of Outpost Winery and Vineyard



2016-2017:

November, 10th 2017: Linda Hutchinson – Owner of Hutchinson Associates, ha!; January 26th, 2017: Speaker to be determined; March 9th, 2017: Speaker to be determined; May 11th, 2017: Sandy Forster – Owner of Little Pepper Promotions



Center Director, Pat Maxwell

+ 10 for 10 Campaign

As the Donald McNeely Center for Entrepreneurship at CSB | SJU continues to celebrate their 10th anniversary, we are proud to mark a decade of impressive success and launch our **10 for 10 fundraising drive** to fully endow the Center. The events the Center hosts, the network it maintains, and the life changing impact the E-Scholar program has on its students would not be possible without the generous help of all our donors. We truly cannot thank you enough for everything you do.

If you are interested in more information about the Center and/or our fundraising efforts, please contact Center Director Pat Maxwell, at pmaxwell@csbsju.edu.

Donate Online:

Bennies Donate Here!

Johnnies Donate Here!



An informal gathering of E-11's, E-12's, and E-13's