CONGRATULATIONS TO OUR VOLUNTEER OF THE YEAR — ROBERT FOSTER

Bob Foster graduated from Saint John’s University and the University of Notre Dame Law School. He has served as president of the St. Anthony Village Chamber of Commerce and is a past president of the Saint John’s University National Alumni Board. Bob is an attorney at Foster & Brewer L.L.C. He concentrates his practice in areas of real estate, business, and employment law and litigation. Bob has always been on hand to take a phone call, help the students with legal issues surrounding starting a venture, host a visit or donate his time. He has been a wonderful mentor for the center!

SOCIAL ENTREPRENEURSHIP COURSE LAUNCHED

Social entrepreneurs identify and address social issues using entrepreneurial principles and approaches. They act as change agents at the local, national and sometimes global level. They focus on creating value for those around them. In the fall 2011, six students participated in a pilot test of a new course offered through the McNeely Center. The course was designed to give students the opportunity to design possible real world ventures that address a social issue of concern to them. During the course the students learned about entrepreneurship and the unique challenges of addressing social issues, how to start a nonprofit organization, how to seek funding and more. The students designed three ventures: a solar winter vegetable greenhouse to be on the SJU campus, a program to eliminate plastic bags on campus, and a venture to create new mini solar generators for rural communities in Central America not on the electric grid. Students continued to work on their idea after the course was completed. The SJU winter greenhouse is in development in partnership with the McNeely Center and the Office of Sustainability. Steve Johnson, the student project leader, is hoping to harvest salad greens by mid-winter 2012-13. The course was a success and will be offered each fall.

ALUMNIAE/I ARE INSPIRED BY SUCCESSFUL ENTREPRENEURS

Four times this year 120-plus alumnae/i entrepreneurs or professionals supporting entrepreneurs gathered at the Minneapolis Club. They came to listen to their peer talk about their career story and the current challenges of their industry. This year attendance totaled nearly 750, including the attendance of the Entrepreneur of the Year Awards event described on the previous page. Since its beginning eight years ago, nearly 1,000 people have attended at least once. Our speakers this year were:

- Teresa Mazzitelli ’72, President/SEO The Mazzitelli Group, an executive search firm
- David Turch ’63, Founder, David Turch and Associates, a government relations consulting firm
- Rick Baulerly ’91, Founder & Managing Partner Granite Equity Partners, a private investment company
- Robert Foster, Bob Foster graduated from Saint John’s University and the University of Notre Dame Law School. He has served as president of the St. Anthony Village Chamber of Commerce and is a past president of the Saint John’s University National Alumni Board. Bob is an attorney at Foster & Brewer L.L.C. He concentrates his practice in areas of real estate, business, and employment law and litigation. Bob has always been on hand to take a phone call, help the students with legal issues surrounding starting a venture, host a visit or donate his time. He has been a wonderful mentor for the center!

- John Young, President and CEO of the McNeely Center
- Bob Richter, Bob Richter, President of the McNeely Center
- John Koopmann, President of the McNeely Center

Our 2011 Entrepreneurs of the Year Winners. SJU Winners: Bill Jeatran and Tim Fleming with past SJU president Bob Koopmann.
DONALD MCNEELY CENTER EXPANDS REACH AND IMPACT

Donald McNeely Center for Entrepreneurship has completed its eighth 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 alumni were touched by center services.

DONORS MAKE IT WORK

Very generous donors continue to support our work. Throughout this report you will see the names of donors who have given gifts this year to specific programs of the center.

QuarterTon Productions videography donation.

New Grant supports center through 2019. This year the Lee and Rose Warner Foundation approved a grant totaling $750,000 to be paid out between 2014 and 2019 for general support of the center.

The overall operations of the center are supported this year by gifts from:

- Lee and Rose Warner Foundation
- Gregory R. and Peg Palen
-QuarterTon Productions videography donation.
- SJU – Donald McNeely Center
- CSB and SJU Entrepreneurs of the Year Awarded Fall 2011

CSB AND SJU ENTREPRENEURS OF THE YEAR AWARDED FALL 2011

Beginning in fall 2011 the Donald McNeely Center recognized and celebrated successful alumnae/i entrepreneurs who embody the entrepreneurial spirit and demonstrate Benedictine values in their professional and personal lives.

CSB Entrepreneur of the Year 2011 – Judith Sitarz ’72 founder, CEO, Painting Perfections

This award recognizes the achievements of a Johnnie who best exemplifies the ideals of entrepreneurship by starting and successfully managing one or more businesses in a way that demonstrates notable entrepreneurial characteristics and achievements while practicing Benedictine values in the workplace and in their lives.

SJU Entrepreneurs of the Year 2011 – Tim Fleming ’82, president, RIF Agencies, and Bill Jeatran ’82, CIC and chief executives.

Serving Students and Alumnae/i

<table>
<thead>
<tr>
<th>Student outreach and education: emails, posters, general event alerts, announcements and Facebook page go out monthly in some form</th>
<th>Individuals Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student engagement: training session, individual orientation sessions, competitions, campus &amp; classroom speakers, entrepreneurship week events</td>
<td>348 students</td>
</tr>
<tr>
<td>Intensive individualized support for students: E-Scholars, student venture managers, individualized studies, student business owner coaching</td>
<td>67 students</td>
</tr>
<tr>
<td>Alumnae/i connecting with students: alums providing coaching, informational interviews, hosting site visits, class presentations and assisting with venture start-ups</td>
<td>48 alumnae/i</td>
</tr>
<tr>
<td>Entrepreneurial alums connect to each other: McNeely Center sponsors events where alums attendees meet each other and listen to successful peers.</td>
<td>968 event attendance</td>
</tr>
<tr>
<td>E-Scholar alumnae/i continue to connect: annual E-alum gathering, homecoming events, and volunteering with others</td>
<td>68 E-Scholar alums</td>
</tr>
<tr>
<td>High school summer campers are introduced to entrepreneurship: Best Prep brings a weeklong summer camp to SJU with co-host McNeely Center.</td>
<td>160 high school students</td>
</tr>
</tbody>
</table>

E-Scholar alums: The first annual Entrepreneur of the Year Awards event.

This award recognizes the achievements of a Johnnie who best exemplifies the ideals of entrepreneurship by starting and successfully managing one or more businesses in a way that demonstrates notable entrepreneurial characteristics and achievements while practicing Benedictine values in the workplace and in their lives.

Judith Sitarz ’72 founder, CEO, Painting Perfections – Judy was selected because she:

- Reflects the deep relationships built at SJU where trust lasts a lifetime
- Is very innovative with co-host McNeely Center.
- Reflects the deep relationships built at SJU where trust lasts a lifetime
- Has high impact on people and government and social services programs
- Has broad-based engagement in her work, including Republicans, Democrats, businesses, social services, and urban and rural areas
- Self-sustaining nature of venture (doesn’t need founder to continue)
- Designed and is leading an effort that is now nationwide

Tim Fleming ’82 president, RIF Agencies, and Bill Jeatran ’82, CIC, chief executive officer – Bill and Tim were selected because they started RIF together and they:

- Reflect the deep relationships built at SJU where trust lasts a lifetime
- Transformed the way people think about insurance services and set new standards for the industry
- Are growing rapidly
- Have strong and publicly stated values that reflect the Benedictine heritage
- Received other awards: 2009 Business Ethics Award from Center for Ethical Business Cultures, Finalist for Ernst and Young Entrepreneur of the Year award in 2007, and continually receive Wellness by Design top awards for their employee wellness programs
- Has high impact on people and government and social services programs
- Has broad-based engagement in her work, including Republicans, Democrats, businesses, social services, and urban and rural areas
- Self-sustaining nature of venture (doesn’t need founder to continue)
- Designed and is leading an effort that is now nationwide

Denise DeVaan ’75 president and CEO, DeVaan & Associates, Inc. – Denise was selected because she:

- Demonstrates new approaches to tough problems that are highly innovative
- Has broad-based engagement in her work, including Republicans, Democrats, businesses, social services, and urban and rural areas
- Self-sustaining nature of venture (doesn’t need founder to continue)
- Designed and is leading an effort that is now nationwide

Judith Sitarz

Tim Fleming and Bill Jeatran

CSB President Colleen O’Connell, Denise DeVaan, Sister Emmanuel Renner and Kevin Devaan at the 2011 Entrepreneur of the Year Awards Event.
Each June students and faculty from CSB/SJU travel to Yambiro, Ecuador, for three weeks of classes, service projects and cultural immersion. The founder of the program, Dr. Patricia Bolaños, partnered with the McNeely Center to expand the impact of this program by adding venture development for women in Yambiro. Each year since June 2010, a student project manager travels with the group and engages with a women’s embroidery collective in Yambiro.

Lauren Witt ’12 worked all year selling the products she brought back from the 2011 Ecuador study program. Lauren studied sales results and added new products to be embroidered during the 2012 trip. In May and June 2012, a new intern, Julie Bode, traveled with the class to Yambiro. She worked with the women in the collective to create embroidered products that were of interest to CSB and SJU markets. Excess revenue generated from product sales goes for scholarships for young Yambiro women to attend a local private high school. During their visit, the students managed a scholarship application and selection process using proceeds from donations and sales of the previous year. Julie will be the sales and marketing intern during 2012-13 for this project. The McNeely Student Venture Hatchery office and the Student Venture Loan Fund both support the venture.

To view the Yambiro Project website, please go to the Center for Entrepreneurships website, www.csbsju.edu/cfe and click on Student Run Ventures, and then on the Yambiro Ecuador Project.
EXTENDING THE LINK: DOCUMENTARY PRODUCTION VENTURE FINISHES FIFTH YEAR

EXTENDING THE LINK (ETL) was founded in 2007 by three students on a service learning project in Guatemala. The students saw first-hand the social and economic importance of fair-trade coffee as they volunteered with a fair-trade cooperative named Kuchab'1. The students realized that not only had they become advocates of the fair-trade concept, they needed to teach others about its significance. A new campus venture began as the students returned to Guatemala to complete a documentary, “Somas de Café,” showing it on campus and getting others to change their awareness about coffee choices.

Each year a new team of students determines a topic, raises all the needed funds, videotapes interviews and visits a country with a success story, composes a documentary and shows it on our campuses and other locations in the region. Portions are posted on YouTube as well.

In 2012-13 funds from CSB/SJU Undergraduate Research Fund, CSB Student Senate, SJU Student Senate, CSB President’s Office, SJU President’s Office, McCarthy Center and the Center for Global Education, an anonymous donor, TruHero.org, and many individual donors make this possible.

SPECIAL COFFEE PLEASE! Two coffee shops, one on each campus, were started by students linked to the McNeely Center. They are now operated by student management teams coached by staff and volunteers of the Center. Each year the current student managers select their replacements and give them a status report that includes future goals and challenges.

In July 2010 the coffee shop made the last payment on the loan. Per the recommendation of the founding students, Clemens Perk is now a contributor, the sponsor of the E-Scholars program or reinvesting excess revenue on new equipment. This past year’s leadership team was: Danika Lindquist, Brooke Sahle, Mark Demit, Kara Ehlert and Miguel Peña.

Johnnie Java completed its third full year of operation. Johnnie Java Commons on the campus of Saint John’s University. The coffee shop expanded offerings, increased hours for football games, found effective ways to encourage repeat customers and expanded sustainability strategies. It, too, began with a loan, this one from Saint John’s University. The 2011-12 leadership team included: Matt Palmsquist, Michael Conforti, Jenn Deglmann, Todd Alle and Ryan Maua.

STUDENT-INITIATED VENTURES ARE REALITY LABS

Twelve CSB/SJU students were leaders of the four student-initiated, 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.

Those students participate in a course specially designed for them and taught by Paul Marcos and Terri Barreto. The goal of the course is to capture the moments 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 enable 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 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, facilitating teamwork, team leadership, vendor relations and management tools for success.

The colleges support them in a number of operations. The Student Venture Loan Fund provides up to $15,000 for start-up costs. A number of the ventures needed leasehold improvements on the space and equipment to begin operations which either the college or the Student Venture Loan Fund provided through start-up loans.

NINE STUDENTS WIN 2012 ERC REGO BIG IDEA COMPETITION

The Big Idea competition challenges students to share their ideas and dreams to improve the world in the things or individuals. Teams or students submit a one-page venture idea description and present the idea in a 90-second “elevator pitch.” The competition kicks off the annual Celebrating Scholarship and Creativity Day at CSB/SJU. This year 44 students competed before an audience of over 30 students, guests and faculty, a 30 percent increase in participation.

The Eric Rego 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; Katie Kalkman, E-Scholar alumna; and Jim Orcicchio, Coordinated Business Systems.

General student winners:
1. $200 Winner: Lauren Kesler: Joe Lake, a social media website, products and brand that capture the state of mind of Minnesotans’ favorite place.
2. $100 Winner: Tom Lambert: Hot Grip Ski Poles, heated grips that prevent your hands from becoming cold while skiing.
3. $50 Winner: Josh Erickson and Dan Anfinson: Ultimate Frisbee Pads, pads that protect athletes from scratching and scarring while playing Ultimate Frisbee.

E-Scholar winners:
1. $200 Winner: Tie for first place! Lauren Witt: Ski Cam, a camera that you can use for your skiing so you can capture your entire skiing adventure. Trang Pham: SJU Old Change, a one-stop oil change shop on the Saint John’s campus.
2. $100 Winner: Rebecca Scholz: Rebecca Alexander’s, a plus-size wedding gown shop in Edina, Minn.
3. $50 Winner: Dan Jaeger and Gay LeGarde: China Man Dan’s Egg Rolls, a restaurant featuring giant, custom-made egg rolls.

THREE NEW E-SCHOLAR DESIGNED VENTURES GET TESTED

Experiencing entrepreneurship is a core part of the E-Scholars program. One major way that happens is when a student takes their venture plan and tries it out. Four E-Scholars ventures designed by students in the 7th E-Scholar cohort moved to the testing stage during 2011-12.

Student Art Store-SAX: Lauren Witt from the 7th cohort decided to tackle the problem faced by student artists and crafters — no place to sell their creations. Lauren designed a venture that sells the art and crafts on consignment in a space on the main street of St. Joseph, Minn., adjacent to the College of Saint Benedict. Invited by founders of two retail ventures, a food coop and a secondhand store, Lauren’s store provides a variety of artwork and crafts from over 20 artists and crafters. At the end of the year Lauren picked the student team to whom she transferred ownership of the store so it would continue after her graduation.

In a social entrepreneurship course, Steve Johnson conceived of this concept: build a solar greenhouse, plant fresh vegetables and salad greens and sell them to the SJU Dining Service, encouraging “eat local and fresh.” By the end of the year, We Car membership was growing rapidly.

Clemens Perk is in the library on the campus of the College of Saint Benedict. It was started in 2005 by four of the first group of E-Scholars. Open late nights to match students’ study schedules, Clemens Perk has been very successful. Each year a new group of students steps into leadership roles and runs the venture successfully. It began with a large loan from the College of Saint Benedict for equipment and space renovation needed for the coffee shop.

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