

## VOLUNTEERS HELP MAKE IT HAPPEN

Over 50 volunteers donate more than 200 hours to help the McNeely Center deliver quality programs. The listing of these volunteers is on the center's website, [www.csbsju.edu/cfe](http://www.csbsju.edu/cfe).

- Eighteen alums are "center mentors," coming to campus regularly to consult with center-linked students.
- Nineteen alums are panelists who volunteer their time to listen to student presentations on venture ideas, feasibility analyses and venture plans. One of these presentations is at a national competition, held in Denver, of E-Scholars from all three colleges offering E-Scholars. This year, our students took 1st, 2nd and 3rd place in the national competition.
- Fourteen alums and friends of the center host site visits 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.

## 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 & Brever LLC. 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 ideas 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.

*Vision: 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.*

*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.*

### CENTER STAFF

**Terri Barreiro**  
director

**Kelli Gradin**  
coordinator

**Denneisha Dean**  
student administrative assistant

**Paul Marsnik**  
academic director & professor, global business leadership

### ADVISORY COMMITTEE MEMBERS 2011-12

Mark Krebsbach – chair  
Rob Culligan  
Ernie Diedrich  
Trish Dick, OSB  
Bob Foster  
Mitch Hallen  
Richard Ice  
Katie Kalkman  
Paul Marsnik  
Kim Motes  
Margrette Newhouse  
Mary Nord  
Tim Reardon  
Paul Richards, OSB  
Mike Urbanos  
Joe Vaughan  
John Young

College of Saint Benedict  
Saint John's University  
350 Simons Hall  
Collegeville, MN 56321  
320-363-2764  
[www.csbsju.edu/cfe](http://www.csbsju.edu/cfe)



Donald McNeely Center for  
**Entrepreneurship**  
*of the College of Saint Benedict  
and Saint John's University*

## DONALD MCNEELY CENTER FOR ENTREPRENEURSHIP ANNUAL REPORT 2011-12



New student venture in 2011, Student Art Store started by Lauren Witt.



Our 2011 Entrepreneurs of the Year Winners. SJU Winners: Bill Jeatran and Tim Fleming with past SJU president Bob Koopmann.



CSB/SJU Swept the 2012 Elevator Pitch Competition in Denver. 1st, 2nd and 3rd Place! 1st place winner, Matt Wildenborg. 2nd place winner, Lauren Witt. 3rd Place winner, Jesse Niyongabo.



The Extending the LINK team travels to the Bosnian community in St. Louis Missouri for research.



Entrepreneur of the Year Awards Luncheon 2011.

## ALUMNAE/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 a peer tell 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:

David Turch '63, Founder, David Turch and Associates, a government relations consulting firm  
Rick Bauerly '91, Founder & Managing Partner Granite Equity Partners, a private investment company  
Teresa Mazzitelli '72, President/SEO The Mazzitelli Group, an executive search firm  
Jim Diley '05, Co-Founder of Fulton Beer, a local brewery in Minneapolis

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) and Atomic Data Centers (Jim Wolford); and thank you to our Signature Sponsors: CRESA Partners (Tom Sexton), Leonard, Street & Deindard (Ryan Vanderweil), The Meridian Group (John Kurth), Tru North Painting (Eric Morud), Merrill Lynch (Jeff Rathmanner & Jeff Kluge), Platinum Bank (David Rom), RJF Agencies (Bill Jeatran & Tim Fleming) and The Capital Advisory Group (Tom Hokr).

## 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 alums were touched by center services.

Serving Students and Alumnae/i	Individuals Reached
<b>Student outreach and education:</b> emails, posters, general event alerts, announcements and Facebook page go out monthly in some form	3,938 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	48 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.	968 event attendance
<b>E-Scholar alumnae/i continue to connect:</b> annual E-alum gathering, homecoming events, and volunteering with others	68 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.	160 high school students

## DONORS MAKE IT WORK

*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.

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:

Gregory R. and Peg Palen  
 Lee and Rose Warner Foundation  
 Space Center, Inc.  
 Raymond and Jean Keating Endowment

## 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 Bennie 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, RJF Agencies, and Bill Jeatran '82, CIC and chief executive officer.



E-Scholar alums attend the 1st 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.

CSB/SJU Social Entrepreneur of the Year 201 – Denise DeVaun '75, president and CEO, DeVaun & Associates, Inc., and senior public affairs consultant, Assets for Independence (AFI) Program, Federal Department of Health



Past CSB President Colman O'Connell, Denise DeVaun, Sister Emmanuel Renner and Kevin DeVaun at the 2011 Entrepreneur of the Year Awards Event.

& Human Services, Washington, D.C.

This award recognizes the achievements and qualities of a Johnnie or Bennie who best exemplifies the ideals of social entrepreneurship by starting and successfully managing one or more ventures that enriches humanity or addresses a social issue 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:

- Demonstrates the tenacity of an entrepreneur throughout her career
- Is active in industries now and in her past where few women are leaders
- Leads her newest venture, which she started on her own, keeping it fast growing
- Strongly gives back to CSB with time, talent and treasure



Judith Sitarz

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

- Demonstrates new approaches to tough problems that are highly innovative



Denise DeVaun

- Has high impact on people and on government and social services systems
- 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, RJF Agencies, and Bill Jeatran '82, CIC, chief executive officer – Bill and Tim were selected because they started RJF 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



Tim Fleming and Bill Jeatran



Our first Executive in Residence, Bill Pelfrey.

### EXECUTIVE ENTREPRENEUR IN RESIDENCE BEGINS

Bill Pelfrey '88 donated over 100 hours to the McNeely Center by visiting a day a week for most of the school year 2011-12. He was our first executive-in-residence, providing not only advice to our students but helping to refine the design of this new program at the center.

Bill set the bar high for experience that a volunteer brings to this position. The expectation is that the volunteer is a seasoned and highly accomplished leader in the for-profit or nonprofit sectors and dedicated to sharing their expertise and experiences with students and faculty. Bill has extensive experience in business development, venture capital investing, management consulting and documentary film making. He was a valued resource for students and staff this year.

The McNeely executive-in-residence is on campus frequently, often one day per week. He or she engages with students, faculty, and staff in a wide range of ways, including: mentor sessions with students one-on-one to provide advice on ventures or venture ideas and on future career choices; formal presentations in classes; organized formal discussion groups with students; informal lunches or suppers with students; and faculty and staff consultation discussions. The person will also engage with the McNeely Center Advisory Committee on key topics of mutual interest.

### STUDENT/FACULTY VENTURE USES MCNEELY CENTER AS HOME BASE – YAMBIRO PROJECT

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](http://www.csbsju.edu/cfe) and click on Student Run Ventures, and then on the Yambiro Ecuador Project.

### 11 E-SCHOLARS COMPLETE THE PROGRAM AS THE SEVENTH COHORT IN SPRING 2012 — CONGRATULATIONS TO THEM!

Cody Denike, computer science  
Lauren Witt, sociology  
Dan Jaeger, management  
Matt Wildenborg, physics

Liangyifeng (Klyf) Kong, economics  
Rebecca Scholz, management  
Gerald LeGarde, management  
Tyler Safranek, psychology

Jessey Niyongabo, environmental studies  
Miguel Pena, accounting  
Trang Pham, individualized/int'l. mgmt.



### 13 E-SCHOLARS BEGIN THE SECOND YEAR OF THE PROGRAM, THE EIGHTH COHORT

Beau Grams, political science  
Joey Hamburger, theater and mgmt.  
Anthonique Hanna, economics  
Joe Harren, philosophy  
Steve Johnson, environmental studies  
Clare Murn, communication & mgmt.  
Jesika Paul, management  
Antony Retica, management  
Josh Smith, philosophy  
Ashley Toninato, communication  
Tu Tran, biology & pre-med  
Yingting Wang, accounting & mgmt.  
Linhan (Max) Zhao, economics & math  
*Not pictured- Josh Smith*



### 13 NEW E-SCHOLARS SELECTED TO BEGIN THE PROGRAM FALL 2012, THE NINTH COHORT

In February 2012, 12 sophomores and one first-year were selected in a very competitive process to become E-Scholars starting fall 2012.

Lauren Kessler, accounting & mgmt.  
Josh Hochsprung, management  
John Kurth, management  
Emily Reimer, environmental studies  
Ryan Wojciechowski, communication  
Long Nguyen, management  
Arianna Stotz, management  
Evan Miller, accounting  
Josh Fox, global business leadership  
Lisa Vang, communication  
Miles Armitage, accounting  
Josh Erickson, management  
Andrew Mueller, management  
*Not pictured- Long Nguyen*





## 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 Kuchaba'l. 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, "Somos 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 in a country with a success story, completes a documentary and shows it on our campuses and other locations in the region. Portions are posted on YouTube as well. Their products include:

1. "Del Micro Al Cambio," produced in Chile in 2008-09, focuses on the importance of micro loans to female entrepreneurs.
2. "Esubi: Growing Up With Hope," filmed in Uganda in 2009-10, focuses on parentless children living at Hope Academy, run by the Uganda Rural Fund (URF).
3. "Pragati (Progress) Nepal," filmed in 2010-11, focuses on human trafficking and features Pahdma Creations, a program founded by a CSB alumna that is helping women change their lives.
4. "Obnovia, filmed in 2011-12, is ETL's latest film. It focuses on how Bosnia and Herzegovina (BiH) are rebuilding as a nation and as a people. During the conflict of the 1990s, BiH

experienced ethnically motivated atrocities labeled as the worst genocide in Europe's history since the Holocaust. The film explores the history of the conflict through the lens of the young Bosnian generation, revealing the efforts made by youth to promote peace and tolerance in the country.

Student leaders this past year were: Trang Pham, Katie Tomten, Ashley Tong, Tu Trang Tran, Hannah Mortenson and Evan Cobb.

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.



**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.

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 contributing sponsor of the E-Scholars program or reinvesting excess revenue on new equipment. This past year's leadership team was: Danika Lindquist, Brooke Sahli, Molly Deml, Kara Ehlert and Miguel Peña.

**Johnnie Java** completed its third full year of operations in Sexton 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 Palmquist, Michael Conforti, Jenn Deglmann, Todd Alle and Ryan Maus.



### STUDENT-INITIATED VENTURES ARE REALITY LABS

Twenty 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 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 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.

The colleges support them in a number of ways. These ventures operate officially as projects of one of the colleges so they use the business office and student employment offices for accounting and employment services. The ventures usually use space owned by the colleges and pay only utilities in lieu of rent. A number of the ventures needed leasehold type 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 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 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 Oricchio, Coordinated Business Systems.

General student winners:

1. \$200 Winners: Lauren Kessler: 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 mounts on your ski helmet, so you can capture your entire skiing adventure. Trang Pham: SJU Oil Change, a one-stop oil change shop on the Saint John's campus.
2. \$100 Winner: Rebecca Scholz: Rebecca Alexandra's, a plus-size wedding gown shop in Edina, Minn.
3. \$50 Winner: Dan Jaeger and Guy 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-Scholar ventures designed by students in the 7<sup>th</sup> E-Scholar cohort moved to the testing stage during 2011-12.

**Student Art Store-SAS:** 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.



**Campus Rent-by-the-Hour Cars – We Car:** Jessey Niyongabo also from the 7th cohort was determined to help students without cars expand their ability to venture off campus. During his research he discovered that Enterprise Rent-A-Car was offering a car-sharing program to colleges and businesses, called We Car. Jessey organized meetings between Enterprise and the administration of Saint John's and Saint Ben's. The result was an agreement by each college to start in the fall of 2011 with one on each campus. Jessey returned as a senior and started the marketing effort. He was joined by Josh Smith and Tu Tran who agreed to assume leadership in 2012-2013. By the end of the year, We Car membership was growing rapidly.

**SJU Winter Greenhouse:** In a social entrepreneurship course, Steve Johnson developed 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 school year Steve engaged the SJU Sustainability Office and Committee, the Institutional Advancement Office, the SJU Physical Plant and the Saint John's Abbey. Plans are underway to build by winter 2012 and eat the food produced by January 2013.