



Think About Who You Are

Semi-Annual Update

July-December 2016

Juniata College Center for Entrepreneurial Leadership
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Our Mission

1. To stimulate an entrepreneurial spirit among the constituents of Juniata College (including students, faculty, staff, alumni and other college supporters, as well as residents of Huntingdon County and the surrounding area)
2. To provide resources, support and encouragement for those constituents 1) wishing to develop entrepreneurial concepts into sustainable business entities and 2) wishing to create an environment that is supportive of entrepreneurial activity
3. To ultimately increase and enhance the experiential learning opportunities for Juniata College students from all academic disciplines and extracurricular interests

Dear Friends of JCEL—

The first half of this academic year has seen some great improvements as well as a few continued struggles. We've seen great interest in our renewed Young Business Minds Club, increased enrollment in our entrepreneurship classes, and added new students declaring Entrepreneurship as their POE's (or including Entrepreneurship in an individualized one). My current focus is to create a more consistent, deliverable program to guide students through the startup process that does not require me to be the primary consultant – I envision this to be a weekly program involving a host of community professionals and alumni delivering the content in live session and via online webcasts. Additionally, I am redefining the metrics JCEL will obtain to measure success and that can be easily transferred into appropriate marketing content.

With the help of a recent mentor, Mark Dumars, I have taken the task of updating our Center's Strategic Plan and redefining the role of the Center to the College. I hope this will not only give a better sense of direction to all involved, but will also provide us with some much needed voice to gain added resources to effectively carry out our mission. I look forward to presenting you with the draft to be approved at our spring Board of

Directors meeting.

Some of our highlights from this semester included a successful Pop-up shop fundraiser conducted by our Young Business Minds club. The group put together a retail shop for the day selling Love Your Melon merchandise. Love Your Melon donates a portion of proceeds to pediatric cancer research. 135 students visited the shop throughout the day.

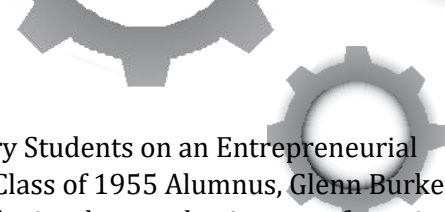
Another bright spot was a field trip I hosted with Peter Baran, Chemistry Professor, and 8 of his students to Flex Technologies, a plastics manufacturing company founded and run by Glenn Burkett, a '55 alum of Juniata College. Glenn spoke with the students about becoming an entrepreneur in a field that he was passionate about (chemistry). He provided a tour of his facilities and hosted lunch at a local Amish restaurant. The students found the concept of applying chemistry to the business world fascinating and were thoroughly impressed with Glenn's business and his hospitality. Several of Glenn's chemists spoke to the students about the importance of understanding business as well as chemistry.

Signs are positive for further improvements in the second half of the academic year. As always, I thank you your continued support.

If you always think the way you thought, you will
always get what you always got!

-Michael Michalko

June-December Accomplishments



- Added three new board members:
 - **Michael Barnett '89** – Co-Founder/CEO Romp N Roll
 - **David Rosania '80** – Real Estate Sales Associate, Weichert Realtors/Appraisal Consultant, Rosania Appraisal Services
 - **Kenneth W. Tomlinson, Jr. '08** – CFO NextFab
- Have 3 students actively working on projects
 - **Maddie Joyce '18** – working on developing a protein shaker bottle cleansing tablet. She is enlisting the help of Bio/Chem students for research.
 - **Jane Shapiro** – starting a non-profit art studio co-working space to be located in downtown Huntingdon.
 - **Amy Chen** – developing a voter education mobile app that will provide up-to-date information on candidates, issues, and news from local to national elections.
 - Currently have 3 additional students with submitted abstracts to explore in spring 2017.
- **Isaac Fisher '19** – Bio/Chem POE, currently operates his business, Layers 3D, from our incubator. He is currently working on expansion plans to enhance his modeling and CAD work as well as offer 3D scanning for Art Museums, education, and Archaeology fields. He is currently looking at changing the name of the business to better reflect his services.
- Held initial startup inquiry sessions* with **10** students and **2** faculty
- Hosted **8** Chemistry Students on an Entrepreneurial Field Trip to visit Class of 1955 Alumnus, Glenn Burket at his Flex Technologies thermoplastics manufacturing plant in Midvale, OH.
- **2 of the 5** 2016 Spring Business Pitch finalists began pursuit of their business ideas.
- Hosted **5** tours of the Sill Business Incubator and provided information on the JCEL Program, including 4 high school students, 30 Enrollment Tour guide students, 3 Juniata Alumni, and members of the IACBE Accreditation team.
- Added **2** students as Entrepreneurship POE's (Primary, Secondary, or Individualized). The total number of students who have declared Entrepreneurship and related POE's is up to **12** (2013=3, 2014=6, 2015=8).
- Met with **3** Juniata Alumni to discuss assistance on their business startups or startup up plans.
- Conducted four trainings on startup, opportunity recognition, the business pitch, and paths to entrepreneurship.
- Highlighted as one of the strengths in the Accounting, Business & Economics Department that contributed to the Department obtaining IACBE Accreditation.
- Connected **15** students to **10** small community businesses through our Global Entrepreneurship Week "Experience Small Business" Walking tour.

Looking Forward

- Planned startup for Jane Shapiro's art studio, Project Figment – April 2017
- Release update JCEL Strategic Plan – April 2017
- Next Round of Approved NextStep Fellowships – March 2017

*Initial Startup Inquiry Sessions are 1-hour sessions held with individuals interested in starting a business to go over JCEL assistance and pre-venture activities and information.