

# JUNIATA COLLEGE

think·evolve·act

## Center for Entrepreneurial Leadership (JCEL)



### The Juniata Advantage

- **Professional Experience:** Create your own business at Juniata and gain valuable experience before you graduate—regardless of your Program of Emphasis (POE). The resources available through the Juniata College Center for Entrepreneurial Leadership (JCEL), including \$15,000 in student seed capital funds, are designed to help you gain experience before you even graduate. Or, broaden your experience by interning at JCEL.
- **Distinctive Facilities:** The Bob & Eileen Sill Business Incubator, JCEL's home, is at your disposal. In it, you'll find office space, wet labs, café-like meeting space, professional conference facilities and, of course, a host of business experts.
- **Exceptional Variety:** Any Juniata student can use JCEL to gain insight into entrepreneurship, tap into experienced professional networks, or get help launching a startup of their own. Students in science, art, and the social sciences have worked with JCEL to build business success. Our students have participated in local and national business plan competitions through organizations like the Collegiate Entrepreneur's Organization (CEO).

### Juniata's Outcomes

Some JCEL students have continued their startup businesses, some have sold them for profit, and some **entered careers in business**. Some did all three. Here's a sampling of graduates who have worked with JCEL:

### Our Recent Graduates

- Caitlin Bigelow '11, **founder and owner of Something Sunny**, an art company that creates prints, cards and frames, is currently **employed as Director of Content and Marketing Communications** at Rokenbok Toys, Inc. in Solana Beach, Calif.
- Justin Bookhammer '14, whose POE at Juniata was information technology with a secondary emphasis in entrepreneurship, is currently **employed as an associate information technology analyst at Highmark** in Camp Hill, Pa.
- Harris Cauler '15, who created Fusepoint, a web design company, while at Juniata, is **currently employed as an emerging leader in the informational technology track at GEICO**.
- Nate Higgins '13 is currently **enrolled in Notre Dame's ESTEEM Masters program**, an entrepreneurial program where he will study a combination of science and business.
- Vinny Smith '13, who **created Proficient Social**, a business consulting company through JCEL, is **employed as a marketing communications specialist** at ZOLL Lifevest in Pittsburgh, Pa.

*"The JCEL NextStep program helped me transform one of my ideas into a real-life business. It's been an amazing and life-changing experience."*

*—Harris Cauler '15  
INFORMATION TECHNOLOGY*

### A Sampling of JCEL Businesses

Absolute Creo (ice cream)  
Amy's Creative Touch  
(retail gift baskets)  
Cocoa Chocolates (luxury chocolates)  
Founders Window Frames  
(social fundraiser)  
Fusepointe (website design)  
Greener Leasing (appliance rental)  
GridIron Glory (video production)  
Metabiome (biotech)  
Native Roots (native plant salvage)  
P.C. Wendel (computer services)  
Proficient Social  
(business consulting)  
S.E. Designs (graphic design)  
Something Sunny (custom art)  
Techno-Mango (information  
technology, research,  
and development)  
University Jerky (beef jerky)

## A JCEL POE Story

What is JCEL? Well, it's an **incubator** designed to help students create their own businesses while also pursuing their undergraduate degrees. But, JCEL is also a **service**—gathering local business leaders, professors, trustees, and other support systems for entrepreneurial students. It boasts a fund for student business startups—former students have received grants and loans that vary in amount from \$500 to \$25,000 to research, plan, and start their businesses. And, it's a **place**, featuring office space, conference rooms, and dedicated work spaces.

Students from any POE are encouraged to use JCEL as one of many hands-on experiences in business. Some have created businesses, others have interned in JCEL offices, and at least one has taken on the role of expanding JCEL for future Juniata students.

After beginning her luxury chocolate business, Cocoa Chocolates, L.L.C., with the assistance of JCEL, Hannah Long '12 created a Limited Liability Company starter package so that future students will be able to jump right into creating their own LLCs. Now, Hannah is pursuing a law degree, with future business success in tow. But don't just take our word for it.

*"JCEL is designed to help students succeed," says Nathaniel Fischer '14.  
"The staff is there to help students bring new ideas forward."*



## Student Opportunities

**Field Trips:** Attend the Collegiate Entrepreneurs Organization (CEO) annual conference every fall. Explore the New York Stock Exchange. Collaborate with local business owners. Or, travel abroad and experience international entrepreneurship. Through JCEL at Juniata, you can go anywhere.

**Clubs:** Members of **Juniata's Young Entrepreneur's Society (YES)** travel to professional conferences and network with alumni. The YES Club also manages JCEL's microfridge rental business, purchased from 2011 graduate, Doug Jackson. Juniata's **Students of Business (SOB)** club, housed in the Accounting, Business, and Economics Department, often cooperates with the entrepreneurial club.

**Study Abroad:** Study business from a new cultural perspective in England, Italy, China, Germany, Australia, or Japan. Juniata has programs on every continent except for Antarctica. In the past, students have even integrated study abroad and international studies into their business and entrepreneurship POE, creating individualized programs like **international political economy**.



## Faculty

Entrepreneurship is present in more than just business courses. Faculty from various departments—art, IT, environmental science, education, and biology—incorporate aspects of entrepreneurial studies into their non-business courses. Accounting, business, and economics faculty also work with students to guide their entrepreneurial plans, and collaborators who also work with students at JCEL include local lawyers and analytics experts, who house their offices in the Sill Incubator. Juniata trustees who are business leaders lend advice and expertise, too.

Assistant Professor of Entrepreneurship and Director of the Juniata College Center for Entrepreneurial Leadership:  
Terry Anderson, B.S., M.B.A., Saint Francis University.



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