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Note: photo available: Nick Cash

UNI Student Finalist in *Entrepreneur Magazine* Contest

CEDAR FALLS, Iowa – A University of Northern Iowa (UNI) student is one of five finalists in *Entrepreneur* magazine's College Entrepreneur of 2010 contest. On-line voting to select the winner is open until September 10 at <http://www.entrepreneur.com/e2010/vote/college.php>.

Nick Cash, a junior double majoring in computer science and economics from Cedar Falls, was selected for his business; Book Hatchery. Book Hatchery (www.bookhatchery.com) is a start-up located in UNI's student business incubator. Through the use of a comprehensive suite of software tools, Book Hatchery provides self-publishers the ability to manage and sell their texts as well as maximize their publications' exposure on the Internet. Book Hatchery also aims to create a strong community for self-publishers seeking a platform of support and an ability to share their expertise for the benefit of all authors.

"I am very excited to be a finalist. I look forward to competing with the other finalists for the top spot. I think I should be the winner because I promote not just a business, but a cause – a publishing revolution. There is a lot of dormant writing talent out in the world that has been ignored by traditional publishers, and I plan to give these writers the chance to show their words to the world."

Entrepreneur magazine's College Entrepreneur of 2010 contest is presented by the UPS Store for U. S. college students who are starting a business that does not yet have employees or sales. The winner will receive \$5,000 in seed money, \$500 for products and services at the UPS Store, *Entrepreneur* books, a subscription to *Entrepreneur* magazine, and a profile in the January 2011 issue of *Entrepreneur* magazine with a follow-up article in the December 2011 issue.

On-line voting takes place from July 26 to September 10 with one vote allowed per e-mail address. The winner will be selected by the judges on September 14 based on the percentage of on-line votes received for the video and the information included in the entry form.

The UNI John Pappajohn Entrepreneurial Center, a division of UNI's Business and Community Services, provides a range of innovative educational programs and support services designed for student entrepreneurs. The center provides expertise in all stages of business planning and development and serves as a vehicle to bring new products and technologies to market. For more information about JPEC at UNI, visit www.jpec.org, call (319) 273-JPEC (5732) or e-mail jpec@uni.edu.

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