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We provide a range of innovative  
educational programs and support  
services designed for student  
entrepreneurs.

## SBI Tenants continued

MyDiningHub.com which  
brings restaurants and their  
customers together.

Greg Jass and Therese  
Kuster, a senior public  
relations major, own SEO  
Solutions. SEO Solutions  
merged with Target Click  
Marketing in June of 2011.  
The new company, Target  
Click Marketing Solutions is  
located in the UNI Innovation  
Incubator.

Brian Hoyer, a UNI junior,

owns Recycle Rite, the first  
curb-side recycling company  
in Cedar Falls. The company  
offers single-stream recycling  
for its residential and  
commercial customers.

### SUMMER 2011 TENANT

Glass Cannon Games is  
owned by Ian James and Cody  
Bardell, computer science  
majors, and Conor Koenig, a  
graphic design major at the  
University of Wisconsin  
Madison. The company is

currently developing a game  
for the Xbox Live Indie  
Games section.

### FALL 2011 TENANTS

Kyle Tucker, a marketing  
transfer student from Coe  
College, owns Legerity  
Industries which specializes in  
custom-designed t-shirts.

Jeff Roggendorf, a freshmen  
entering UNI in the fall, owns  
Roggendorf Pickups. The  
company manufactures  
custom guitar pickups.

## Okoboji Entrepreneurial Institute

Each year, eight students from UNI  
join 24 other students from The  
University of Iowa, Iowa State  
University, Buena Vista University and  
Iowa Lakes Community College for  
OEI held in early August at the  
Lakeside Labs at Okoboji.

The students participate in the  
advanced study of entrepreneurship  
including an entrepreneurial  
simulation; seminars with successful  
entrepreneurs, business leaders and  
community leaders; and networking to  
enhance the students' understanding  
of opportunities in Iowa. Each student  
received three hours of academic  
credit for participation in the Institute.  
Students find this to be one of the  
most intense and rewarding  
experiences of their college careers.

Nick Cash, a junior economics and  
computer science double major from  
Cedar Falls, was part of the winning  
team in the Blue Universe of the  
business simulation competition and  
Andrew Steckel, a senior accounting  
major from Davenport, was part of  
the winning team in the Red Universe

of the business simulation  
competition. Each member of the  
winning teams received a \$250 cash  
prize.

The other UNI students were:  
Gwen Huinker, a senior accounting  
major from Garner; Greg Jass, a  
senior marketing major from Garner;  
Matt Monaghan, a senior marketing  
major from Manchester; Tony  
Patterson, a senior  
economics major from  
Cedar Falls; Zach Swalley, a  
senior finance, real estate, and  
accounting major from  
Grundy Center; and Austin  
Wolff, a senior  
management information  
systems major from Dubuque.

OEI is a joint

effort of the State Board of Regents;  
the Iowa Department of Economic  
Development (IDED); the Pappajohn  
Entrepreneurial Centers at the  
University of Iowa, the University of  
Northern Iowa, and Iowa State  
University; Buena Vista University,  
Iowa Lakes Community College, and  
the Iowa Lakes Corridor  
Development Corporation.



**UNI OEI 2010 Group Shot (l to r) Matt Monaghan, Tony Patterson, Austin Wolff, Nick Cash, Andrew Steckel, Greg Jass, Gwen Huinker, and Zach Swalley**



### FAST FACTS

- The UNI JPEC served 1392 clients in FY11.
- The UNI JPEC SBI served 64 student business owners in FY11.
- The UNI JPEC receives no state of Iowa funds. It is privately and grant-supported only.
- The UNI JPEC helps guide UNI's technology transfer and intellectual property activities.
- The UNI JPEC hosted 109 students and 13 teachers from several northeast Iowa middle and high schools.
- The UNI JPEC regularly speaks at the National Business Incubation Association's annual conference on student business incubation. The UNI JPEC is recognized as an international leader in student business incubation.
- The UNI JPEC guest teaches entrepreneurship in numerous classes across the UNI campus.

# JPEC 2010-2011 Update

## Student Business Incubator Tenants

The SBI is full each semester. There is a waiting list for space. In FY11, the SBI housed 21 business owners. The affiliate SBI program (services but not space) worked with 43 business owners.

In FY11, the JPEC consulted with 47 faculty from around the U.S. and the world on student business incubation.

### FALL 2010 TENANTS

Book Hatchery is a web community for self-publishers to manage and sell their texts as well as maximize exposure of the material. Owner Nick Cash is a senior computer science and economics double major.

Bart Schmitz, a non-traditional student, operated Solafide, which had a website named MyCedarValley.com. This site was a social networking and information site for Cedar Valley families.

Rea Gold Boutique is an online boutique for fashionable females under 40. It is owned by the Miller sisters — Zanetta, Sheleice and Sheleita. Zanetta pursued a masters in communication and Sheleita is a double major in economics and accounting.

Jason Myers, a senior marketing major and owner of Myers Enterprises, had three businesses in the SBI including a cookie business and a printing business.



**UNI SBI Businesses Compete at Business Plan Competition Front row (l to r): Larissa French, CommishArt; Therese Kuster, SEO Solutions; John Pappajohn (judge); Randy Pilkington (UNI). Back row (l to r): Brian Thompson (judge), Eric Vander Schaaf (affiliate tenant), West Branch LLC; Greg Jass, SEO Solutions; and Matt Kinley (judge).**

Chris Harris, a graphics communications major and owner of Harris Graphics, continues to grow the company offering vinyl graphics for signs, vehicles, and other applications.

Greg Jass, a marketing major and owner of 3-D Glasses Galore sold 3-D glasses for 3-D televisions.

Larissa French, a senior economics major, owns CommishArt, an online site facilitating intangible art transactions between artists and buyers.

Stacy Chinander, a graduate student in exercise science, is the co-owner of Supplement Shelf, an online store.

Dante Means, a senior electronic media major, is a musician releasing his latest

album and developing his brand.

GS Solutions (Breathalyzershop.com) is owned by Jeffrey Short, a senior communications major, and Thomas Gilbert, a senior finance major.

### SPRING 2011 TENANTS

Cedar Valley Research Labs is owned by Bibek Sahu, a graduate student in Instructional Technology. The company develops solutions for global children's education.

Cedar Valley Web Design, is owned by Jeffrey Short and Matt Rice, a senior management information systems major.

Tony Patterson, a senior economics major, owns



Academic Entrepreneurship Program

The academic entrepreneurship program at UNI continues to grow.

Currently, there are five courses (15 hours) for non-business majors and two courses (6 hours) for business majors, after completing the business core, for a Certificate in Entrepreneurship.

BUSINESS 1010 Financial Fundamental for Entrepreneurs, taught by Laurie Watje, will be renamed Entrepreneurial Fundamentals in 2012. The Fall 2010 class had 17 non-business students.

MKTG 3583 Entrepreneurship, taught by David Deeds, had 42 students in the fall semester of 2010. In this class, students develop a business plan for an original idea. Some of the students in this class become part of the Student Business Incubator program based on their desire to implement their business plans.

MKTG 3586 New Venture Development & Management, taught by Katherine Cota-Uyar, had 24 students in spring 2011. Students work in teams as consultants on real-world,

business projects. Marketing or operation plans are developed.

Additionally, Cota-Uyar supervises honors theses by students interested in creating a business and/or writing a business plan for their honors thesis projects. In FY09 she supervised one student who went on to start a chimney service business with her husband in north central Iowa. In FY10/FY11, she supervised three theses. One is an accounting firm in Orange City. One is a winery in Mitchell county. One is a cooking and recipe website for college students who do not know how to cook.

UNI Entrepreneurs

The Collegiate Entrepreneurs Organization joined with Students in Free Enterprise in FY10. Further, the group changed the name of the organization to better reflect its focus. The new name is UNI Entrepreneurs.

UNI Entrepreneurs engaged in several development and community outreach projects during FY11.

They received a \$1,000 grant to do the Sam's Club Environmental Sustainability Challenge and helped Cottonwood Canyon in downtown

Waterloo implement strategies to reduce waste and be more energy efficient. In April of 2011, Adam O'Leary (left in photo), UNI Entrepreneurs President and a senior economics major, and Tony Patterson (right in photo), UNI Entrepreneurs member and a senior economics major, traveled with faculty advisor, Laurie Watje, to Bentonville, Arkansas, to compete at the national competition. The team took second place in the national environmental sustainability challenge and won \$4,000.

UNI Entrepreneurs also accepted the Campbell's Let's Can Hunger Challenge and raised a combination of 5,000 pounds (of food) and dollars for local hunger relief. Ben McClurg, a junior accounting major, managed the challenge.

The Iowa Land project has changed



from the original concept presented by Ike Leighty, a UNI JPEC sponsor, two years ago. A prototype has been developed and a market feasibility study is being conducted. Ben Steines, a senior supply chain management major, manages that project.

All project leaders traveled to Minneapolis in early April to present project information in the SIFE Regional Competition.

UNI Entrepreneurs hosted a campus-wide elevator pitch competition in September. Some members traveled with co-advisor, David Deeds, to Chicago for the Collegiate Entrepreneurs Organization's National Conference in November. Adam O'Leary competed in the national elevator pitch competition at CEO National.



Student Awards

Greg Jass (left in photo), a senior marketing major from Garner, was selected in April of 2011 as the JPEC College of Business Administration's Student Entrepreneur of the Year and also as the Student Business Incubator Tenant of the Year for his company, SEO Solutions. SEO Solutions owners Jass and Therese Kuster, a senior public relations major, won first place and a \$5,000 award in the state-wide Pappajohn New Venture Business Plan Competition in April.

Nick Cash (right in photo), a senior computer science and economics major from Cedar Falls, was selected

in April of 2011 as the JPEC College of Business Administration's Student Entrepreneur of the Year and also as the Student Business Incubator Tenant of the Year for his company, Book Hatchery. Cash's business was recognized in January 2011 as a finalist in *Entrepreneur* magazine's collegiate entrepreneur of the year competition. The business was selected as one of *Inc.* magazine's coolest college start-ups in 2011. Cash



received a Technology Association of Iowa Prometheus Award for college start-up of the year.

UNI Entrepreneurship Teams Work on Business Projects

The 24 students in the New Venture Development & Management course worked in teams for six business and non-profit projects during the spring semester. The projects were for Kissing Emu, a retailer of emu products; the Iowa Waste Reduction Center's LaserPaint program; Nueva Vida, a clothing manufacturing cooperative in Nicaragua; Book Hatchery, an e-book company; Ideal Carwash, a manufacturer of parts for car washes; and the African American Historical and Cultural Museum.

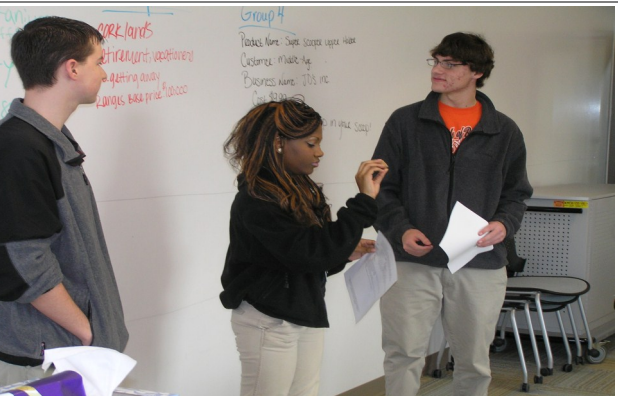
Projects involved the identification, analysis, and implementation of strategies for each company. Marketing, financial, and operational plans were prepared for the companies. Presentations were made to each company. A final report, including recommendations from the student consultants, were also provided to each company at the end of the spring semester.

New projects are currently being sought. Contact [jpec@uni.edu](mailto:jpec@uni.edu).



(l to r): Mike Ivory, Tommy Schneckloth, Mark Iehl, and Ryan McCauley with client, Mark Williamson of IWRC LaserPaint.

Middle and High School Outreach



A team from Waterloo's East High tells about the retirement real estate business they created from a piece of cork in the "everyday object activity".

The JPEC middle and high school outreach program continues to grow. In FY11, the JPEC staff visited or were visited in the BCS building by several Cedar Valley middle and high schools including Waterloo East, Carver, Central, and Expo. The annual visit was made to Turkey Valley High School. The visits supplied information to 109 students and 13 teachers in FY11.