



# MEDIA KIT

John Pappajohn Entrepreneurial Center  
128 Business and Community Services Building  
University of Northern Iowa  
Cedar Falls, IA 50614-0130  
319-273-JPEC  
[jpec@uni.edu](mailto:jpec@uni.edu)  
[www.jpec.org](http://www.jpec.org)

# **CONTENTS**

Background Information

Executive Biographies

Fact Sheet

Selected Student Business Incubator Profiles

JPEC Programs Brochure

JPEC Student Business Incubator Brochure

## **BACKGROUND INFORMATION**

In 1996, John Pappajohn, president of Equity Dynamics, Inc., established five entrepreneurial centers in Iowa. Although each center defines its own mission and serves the state in a manner consistent with its particular strengths, each center has the same ultimate purpose: to enhance the effectiveness of Iowa's entrepreneurs.

The John Pappajohn Entrepreneurial Center (JPEC) at the University of Northern Iowa is a division of Business and Community Services, which is included in the College of Business Administration. The JPEC offers programs focusing on entrepreneurship education, technology transfer, and capital investment for small businesses. These programs include: a certificate in entrepreneurship; a student business incubator; academic and non-academic entrepreneurship courses including a summer program; small business assistance; conferences, symposia, and workshops; business plan competitions; equity funds; and a student entrepreneurs' organization.

The Certificate in Entrepreneurship is designed to engage students in active participation in the development of entrepreneurial enterprises. Students do this through a combination of traditional course work specifically directed to entrepreneurial ventures and participation in an enterprise experience through the development of a business plan for a new venture and an experiential project.

The Student Business Incubator is a private philanthropy and Small Business Administration-funded program of the JPEC designed to inspire and educate UNI students interested in entrepreneurship and small business. The incubator is an educational learning lab for student business owners to explore ideas with the assistance of the JPEC and other professionals. The incubator has ten fully equipped professional suites for student businesses and a comprehensive small business education and counseling program.

## EXECUTIVE BIOGRAPHIES

### **Randy Pilkington**

Director

John Pappajohn Entrepreneurial Center

Email: [randy.pilkington@uni.edu](mailto:randy.pilkington@uni.edu)

Phone: (319) 273-6945

Randy Pilkington serves as director of UNI's JPEC. Pilkington helped establish a community-based equity fund for Northeast Iowa, assisted with student entrepreneurship curricula, and facilitated public and private funding for a student-based business incubator. Pilkington has helped launch new business ventures, serves on the board of a start-up bio-based lubricants company, and is actively involved with angel investment funds in Iowa.

Pilkington also serves as Executive Director of UNI's Business and Community Services (BCS) division. BCS is UNI's economic development umbrella group of 15 outreach programs that provides an integrated approach to meeting the needs of businesses, entrepreneurs, and communities throughout Iowa and beyond.

Pilkington currently serves as UNI's deputy on the Iowa Business Council and serves on the Bioscience Alliance of Iowa. He previously served as a member of Governor's Council of Economic Advisors, the Iowa Department of Economic Development Board and the 21<sup>st</sup> Century Workforce Council and is past president of the Professional Developers of Iowa.

### **Katherine Cota-Uyar**

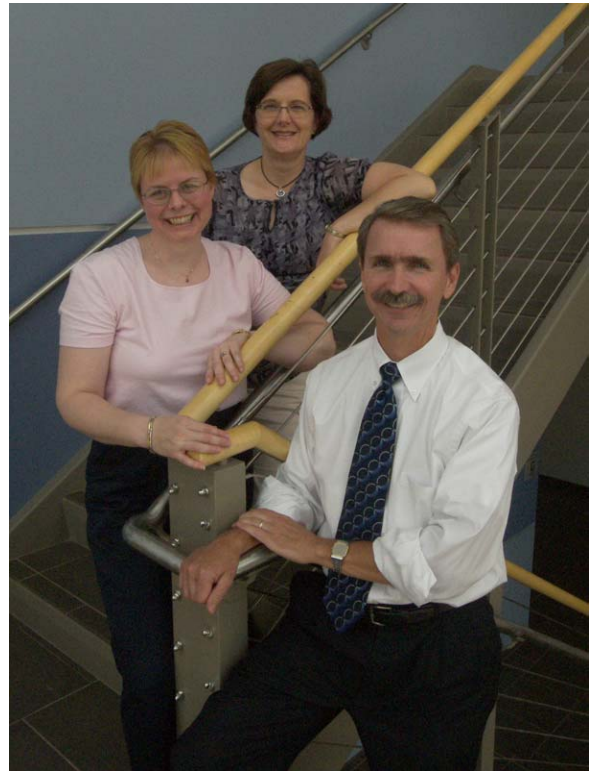
Associate Director

John Pappajohn Entrepreneurial Center

Email: [katherine.cota@uni.edu](mailto:katherine.cota@uni.edu)

Phone: (319) 273-JPEC (5732)

Katherine Cota-Uyar is the Associate Director for the John Pappajohn Entrepreneurial Center at the University of Northern Iowa and is the Policy Manager for UNI's Technology Transfer Committee. She designs, develops, and manages the programs of the JPEC including: venture capital programs, entrepreneurial education programs, and various conferences and competitions. She became an entrepreneur at 12 years old and had a small venture in college. She received her B.A. degree in 1995 and earned a Certificate in Business and Management Essentials (graduate-level) in 2003 and received her M.A. in Communication with emphases in organizational, interpersonal and non-verbal communication in 2009 from the University of Northern Iowa. Her



Left to right: Katherine Cota-Uyar, Laurie Watje and Randy Pilkington

thesis is entitled: An Examination of the Self Perceptions of the Leadership, Teambuilding, and Organizational Culture of Iowa Male and Female Entrepreneurs. In 2004, she received certification as both a Kauffman Foundation FastTrac facilitator and administrator. She has given or presented more than 150 talks or workshop on various areas of small business and entrepreneurship. She has served in executive and managing editor positions for both general and academic publications including The Northern Iowan and The Business Case Journal. She has also published in literary publications and academic journals. She has been an officer in several community and college organizations and formerly served as the advisor for the UNI Collegiate Entrepreneurs' Organization. She previously hosted a radio show on small business on KBBG-FM and was presented in 2003 with a Special Recognition Award for Facilitating Entrepreneurship in the African American Community by Afro American Community Broadcasting, Inc. She was selected by In Business magazine as one of its "20 Under 40" leaders in the Cedar Valley for 2004. She previously taught 100:059 Planning and Growing a Business Venture, a UNI two-hour elective, and currently teaches two courses listed under 130:186 Studies in Entrepreneurial Ventures -- the Okoboji Entrepreneurial Institute and CIPCO Business Enhancement Internships. Additionally, she teaches the lab section for 130:170g.. Further, she guest lectures in numerous classes each semester. She sits on the Entrepreneurship Task Force of the Iowa Department of Economic Development and the Iowa Department of Education.

### **Laurie Watje**

Student Business Incubator Manager  
John Pappajohn Entrepreneurial Center  
Email: [laurie.watje@uni.edu](mailto:laurie.watje@uni.edu)  
Phone: (319) 273-JPEC (5732)

Laurie Watje is the Student Business Incubator Manager for the John Pappajohn Entrepreneurial Center at the University of Northern Iowa. She handles the day-to-day operations for the Student Business Incubator and advises the student club, Collegiate Entrepreneurs' Organization. She is a Certified Public Accountant who received a Bachelor's Degree in 1993 from Upper Iowa University. Laurie has worked as a staff accountant and her areas of expertise are: tax, year-end compilation, financial statement preparation, HUD audit compliance and accounting software. She has also worked in a number of start-up companies - including one owned with her husband. She has experience in bookkeeping, payroll, inventory control, purchasing, customer service, sales management, marketing, scheduling, forecasting, and federal and state government compliance. Laurie was also an adjunct instructor at DMACC - Carroll Campus for several years teaching Accounting I and II and Income Tax. She teaches 100:040 Financial Fundamental for Entrepreneurs in the Certificate in Entrepreneurship program at UNI. She was actively involved in her former community in several volunteer and community service groups.

## FACT SHEET

- Founded in 1996.
- Unit of the University of Northern Iowa's Business and Community Services Division offering programs focusing on entrepreneurship education, technology transfer, and capital investment for small businesses.
- Programs include:
  - Certificate in Entrepreneurship
  - Student Business Incubator
  - Okoboji Entrepreneurial Institute
  - Selected Topics for Students and Staff Workshops
  - UNI Collegiate Entrepreneurs' Organization (CEO)
  - UNI Entrepreneurship Symposium
  - Collegiate Entrepreneurs' Iowa Conference
  - Iowa Venture Capital and Entrepreneurs Conference
  - Pappajohn New Venture Business Plan Competition
  - Iowa Business Plan Competition
  - CIPCO Business Enhancement Internship Program
  - JPEC Student Entrepreneur of the Year & SBI Tenant of the Year Awards
  - Cedar Valley Venture Fund
  - Wellmark Community Ventures Fund
- From July 1, 2008 to June 1, 2009 served:
  - 375 individuals with classes and workshops
  - 178 small business clients with one-on-one assistance
  - 738 individuals with conferences and events
  - 14 active members of CEO (student organization)
  - 16 internships through the JPEC and CIPCO programs
  - 126 high school students and teachers taught entrepreneurship
- Has 17 business owners in FY09 in the Student Business Incubator. Some of those businesses were holding companies operating multiple businesses in the SBI. SBI companies include: e-commerce, trucking, web development, health/fitness, and bio-fuels. Currently has 38 businesses in the virtual Student Business Incubator program. These businesses are provided the services of the SBI, but not the space. These companies include: e-commerce, coffee shops, restaurants, consultants, lawn care, and home-based businesses.
- Had one state-level winner at this year's Pappajohn New Venture Business Plan Competition, 3Fuled LLC, and one honorable mention, Band of Christians.
- Had the only Iowa contestant for the Global Student Entrepreneur Awards
- Had the national third place winner in the CEO Elevator Pitch Competition

## **SELECTED SBI PROFILES**

### **3Fueled LLC**

3Fueled consults companies that want to produce energy and byproducts from renewable energy and annually renewable feedstocks by helping its clients attain economic utilization of the major fractions of biomass as well as minor components that can be functionalized into high-value specialty products (i.e. biomass pellets, biofuel, or biolubricants). The initial focus is on biomass production and pelletization.

Zach Hedrington earned his BBA in Finance and International Business from the George Washington University. Zach has been involved in a number of start-ups ranging from high-tech online security, viral marketing, and wireless communications to commercial real estate development. Zach earned his MBA from the University of Northern Iowa in Spring 2009 and is pursuing his CFA designation. He will pursue a J.D. in Corporate Finance with an emphasis in Renewable Energy Finance in Fall 2009 from the University of Iowa.

### **Synn Clothing**

Synn Clothing is an e-commerce business targeting the action sports and mixed martial arts markets primarily focusing on 18-26 year olds. Synn provides clothing that appeals to the fluid sense of style for its target market. Synn plans to develop its clothing with a strong and identifiable brand. Products can be found on the website, [www.SynnClothing.net](http://www.SynnClothing.net).

Travis Steffen is a graduate student in physical education and received his BA in exercise science and sports psychology with an emphasis in nutrition. He is a personal trainer and a mixed martial arts instructor at the USA Olympic Training Center in Waterloo. He formerly was a defensive back for the UNI football team. He brings extensive exercise science and body movement knowledge to Synn Clothing. This knowledge will benefit the company and its customers by providing activity-specific sportswear.

### **Enderton Strength**

Enderton-Strength.com is an online sports supplement company as well as a site conducive to getting stronger. It is equipped with kid-friendly forums and loads of training and nutrition articles. Enderton Strength is focused on a user-friendly website offering a lot of expert advice. Having been a buyer of sports supplements since 2001, Jared has a great understanding of the industry. Enderton Strength is for anyone looking to achieve a fitness goal. For more information go to [www.Enderton-Strength.com](http://www.Enderton-Strength.com)

Jared is a sophomore at UNI and is majoring in Exercise Science with a Certificate in Entrepreneurship. Jared is also a state champion wrestler who will put his Sports Performance Coach Certification to good use at Enderton Strength. He has switched sports and is now aspiring to become a professional strongman this year. Jared has worked at a supplement company for more than one year.