

Spotlight on Student Entrepreneurship



Laschen's Lawn Care Brandon Laschen, Founder & CEO

Founded in February 2012 by Cal U Senior Brandon Laschen, Laschen's Lawn Care provides lawn maintenance and landscaping services for corporate and private customers in Fayette, Greene, and Washington counties. Upon completion of their first year of business, his company serviced more than 50 accounts and purchased over \$10,000 of equipment.

Entrepreneurial Leadership Center & Student Incubator

Kelly Hunt, Executive Director
Coover Hall, Room 122
(724) 938-5663

Welcome Message

The Entrepreneurial Leadership Center (ELC) strives to increase the entrepreneurial culture of the Cal U community by providing resources that encourage entrepreneurship, innovation, and the creation of new businesses. Campus entrepreneurs can get assistance with all aspects of new-business development, including idea creation, business plans, funding sources, registering new businesses, and growing existing businesses. Incubator services are available for new, student-run businesses and training opportunities are offered that meet the specific needs of entrepreneurs and business owners. To find out more about the services offered or to register for an upcoming event, call ext. 5663, send an email to hunt@calu.edu, or stop by the ELC in Coover Hall, Room 122.



NEWS UPDATE



In November 2012, three members of the Cal U Entrepreneurs Club attended the Collegiate Entrepreneurs' Organization (CEO) Conference in Chicago, IL. These students were inspired to pursue their entrepreneurial passion as they networked with some of America's top business leaders, such as the CEOs of Priceline.com, Keurig, Redbox, and GrubHub.



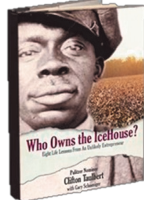
Cal U has 13 entries (16 students) participating in the PASSHE Business Plan Competition. Venture Profiles will be completed in February and winners will be selected in April at the Awards Ceremony at the Pennsylvania State Capital in Harrisburg. The first place winner will receive a \$10,000 prize, second place is \$5,000 and third is \$2,500. Last year's second place winner was Cal U student Chaz Sztroin, who used his \$5,000 winnings to start Octane MMA, a mixed martial arts training center in Charleroi, PA.



During the fall semester, the ELC provided start-up counseling and support to 14 new entrepreneurs and provided on-going business assistance to three new start-ups. To date, the ELC has helped to increase the entrepreneurial mindset of the campus and surrounding communities by providing direct services to 83 students, 14 faculty/staff, and 16 community members. The ELC also has conducted 15 presentations, trainings, and workshops that have been attended by 458 individuals.

UPCOMING EVENTS

Ice House Entrepreneurial Training Program



This highly interactive program is free for Cal U students, faculty, and staff.

The next eight-week program begins in March 2013.

Designed to inspire and engage participants in the fundamental concepts of an entrepreneurial mindset and the unlimited opportunities it can provide.

Space is limited, register today!

Dare to be Amazing How to be a Business Sensation



Join us on February 5, 2013 at 11:00 am in Duda 103 for this inspiring entrepreneurial event. Students, Faculty, & Staff are invited to register today!

CEO

Collegiate Entrepreneurs' Organization

Cal U Entrepreneurs' Club meets the 1st and 3rd Thursday of each month.

The next meeting of the CEO club is February 7, 2013 at 11:00 am at the Entrepreneurial Leadership Center (Coover 122).