

CELEB

Center for Entrepreneurship in Liberal Education at Beloit

CELEB MISSION STATEMENT:

Empowering students to gain fulfilling lives, marked by high personal achievement and public contribution, through imparting the skills of successful venturing in all its forms.

CELEB

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Welcome to the sixth edition of the CELEB Newsletter. CELEB is an entrepreneurship center and program of Beloit College in Beloit, WI. Composed of a business incubator, a cable access television studio, a music recording studio, an art gallery and a video post-production studio, CELEB serves the students of Beloit College in their entrepreneurial ventures in both business and the arts.

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Myers Gift Lights Up CELEB Future

David '49 and Anne Myers, long-term supporters of entrepreneurship education at Beloit College, announced a \$500,000 donation during the spring semester. The gift is designed to provide for the transition to new leadership for the entrepreneurship program as taught both traditionally and experientially. To distinguish the gift from previous donations of the Myers, it has been designated "The New Myers Fund."



David & Anne Myers

The transition period will last for five years. The plan anticipates that a full-time position of Director of CELEB will formally be created. A new hire will lead Beloit's special focus upon the experiential teaching of entrepreneurship and will guide all aspects of the Center. That person will work together with and be supervised by the Coleman Chair in Entrepreneurship, a more traditionally academic position held by a scholar in entrepreneurship who will also serve as the College's main spokesperson for the program.

Both of those roles will continue to be filled by Jerry Gustafson for the first three years of transition, but his time commitment will decrease as the

new persons acquire their responsibilities.

The New Myers Fund will also support several internships in entrepreneurial businesses. The interns will be designated as "entrepreneurial learning fellows," thus reprising the "ELF" program that Gustafson directed several years ago under the auspices of a grant from the Kauffman Foundation.

The New Myers Fund features an innovation in gift-giving. A small advisory board has been formed to govern the fund's investment policy. It is planned that the original gift will be spent over the five year period of transition, but the possibility exists that the fund may accept additional donations. In that event, the board may manage investment of such funds outside of stipulations of normal endowment policy.



David Myers

Coleman Fellows Spread Entrepreneurship Across Campus

Under the auspices of a new program of the Coleman Foundation of Chicago, three Beloit professors were newly named "Coleman Fellows in Entrepreneurship" this spring.



Coleman officials John Hughes and Michael Hennessy talk business with student entrepreneurs

Ian Nie, professor of music, George Williams, professor of art, and Dave Knutson, professor of communications, received this designation in return for their

enthusiastic agreement to deepen the entrepreneurial component in their teaching and advising.

Given the previous educational success of the student-launched record label "Green Light Go," Dr. Nie, under the Coleman sponsorship, will structure a music technology course around the creation of a recording business. Students will engage in all aspects of the music business at the start-up stage, including business planning,

artist development, production, distribution and marketing, and, of course, sound engineering. Professors Williams and Knutson will similarly bring entrepreneur practitioners as guest teachers, structure some class projects around actual needs of markets, and engage in advising their majors about possibilities for entrepreneurial expression in careers.

The three work as a team guided by Center Director Jerry Gustafson. They will pursue together the general goal of enhancing student self-efficacy by spreading entrepreneurship across their respective fields.

This group will be joined next year by another trio of Coleman Fellows: Scott Lineberger from modern languages, Gina T'ai from dance, and Warren Bruce Palmer from economics and management. The group is diverse and creative and is sure to have a major impact on campus in pursuit of the entrepreneurial agenda.



John E. Hughes

Amanda Lawrence is Entrepreneur of the Year

Amanda Lawrence, a senior from Jamul, CA, won the 2009-10 John E. Hughes Award. The Hughes Award, named to honor the Chairman Emeritus of the Coleman Foundation, goes to the student who best contributes the spirit of entrepreneurship within academe.

The award recognizes students who launch their own ventures and who share the fun and learning of the effort. This year, the best entrepreneur proved to be the person who became “acting owner” of Gallery ABBA, the continuing, turn-key operation

that is granted to a student to run entirely as his or her own for a period usually lasting a year.

Amanda’s leadership of the Gallery was exemplary of its acronym: “The Art of Business and Business of Art.” She reshaped the Gallery in her image and infused her whole team with the enthusiasm for combining market realities with appreciation for fine art (and artists). A painter herself, Amanda says that the opportunity to practice one major aspect of the art business was a unique dimension of her Beloit career.



Director Amanda Lawrence busy at Gallery ABBA

Maple Tree Studios: Continuing to serve students

2009-2010 has been a terrific year for Maple Tree Studios. Starting with being named one of three Coleman Foundation Fellows, Ian Nie, associate professor of music, revitalized the concept of sustaining a recording label at CELEB that will showcase student artists at Beloit College. “Ribbon Records” is the tentative name for this label. In addition, there is another name that will appear that will highlight performances by faculty, staff, and guests from the community. Maple Tree recorded five bands during the spring term and is in the process of mixing and editing for its first release under the “Ribbon Records” label. To help with the business planning of Ribbon Records, Maple Tree has hired recent graduate, Max Maiken, for the summer. (Max graduated with an economics degree, and is a terrific tenor saxophone player, and

budding recording engineer.)

With the help of graduates Matt Anderson and Dylan Squires, the fall term (2009) was devoted to the recording of a musician (David Stukenberg) from the Madison area who is making a film for NPR.

The Studio helped Regal Beloit with its annual video sound overdub and was able to attract some attention from local musicians who may wish to record here in the future.

Ian attended the Entrepreneur Conference held by the College Music Society. The conference was in January, and it was held in Nashville, TN. The city was inviting and beautiful. Little did we know that just five months later disaster would strike that fair city.

Ian also attended the SEA Conference in Lisle, IL. As a representative of Beloit College, Ian, along with George

Williams, David Knutson, and Jerry Gustafson, brought forth concepts of how entrepreneurship is vital in a liberal arts program. In turn, they also alerted the participants about how the liberal arts helps nurture the concepts of entrepreneurship.

Lastly, a recent graduate was so impressed with his studies at Maple Tree that he convinced his parents to donate a much needed speaker system and a beautiful multi-patterned tube microphone to the studio. We now have the new ADAM A3X speaker with a Sub 7 sub-woofer as our recording/editing monitors. We also have an AKG Perception 820 microphone system. We thank the Syversons of Appleton, Wisconsin, for this generous gift. It must be added that Dr. Steven Syverson is the Vice President for Enrollment at Lawrence University.

Knutson’s TV Tenders Play Ball

My first assignment as a new Coleman Fellow was to learn how to spell entrepreneurship. The rest was all down hill. We began regular sessions with Jerry and my fellow Fellows and I started to outline our mission. It took a very short time to discover how inter-related my course of study was to the mission of the Coleman Foundation. Students in my classes will relate how often the term “transferable skills” pops up in the lessons. What an appropriate term for introducing entrepreneurship into my classes.

The past semester has brought forth a whole new world of opportunities. We had speakers with real-world applications. Guests who have dedicated their lives to finding their own paths shared their journeys. And most dramatically students worked as an advertising agency/production house to create videos for the Beloit Snappers Baseball Team. From initial meetings with team officials to field production and editing

they learned the process. They found that the process follows the same rules as those of small business development - yet, another transferable skill!

As the wheels are turning to create new projects for the next school year, the integration of entrepreneurship is the center of the circle. The leadership provided by Jerry and the Coleman Foundation will make it possible to open the doors for more of our students into the possibilities of entrepreneurship, just as soon as they learn how to spell it.



Dave Knutson

CELEB Approaches Financial Stability

Beloit's program in entrepreneurship education is a major initiative for a liberal arts college and ours has been more than twenty years in the making. We have established the soundness and importance of entrepreneurship as a liberal art. But more than educational value is involved in establishing a new educational venture. Three things are required: people, bricks and mortar, and sufficient restricted funds to guarantee an annual budget. Beloit has one chair in entrepreneurship endowed by the Coleman Foundation. The Myers grant gives us a running start on developing a faculty slot for CELEB Director.

The Center, together with its studios, provides a special place to operate, and we have a third floor to renovate to provide for expansion. This cozy but professional setting is all our own.

Finally, we do have cash flow from our endowment. Beloit is pleased to announce that the Endowment Fund for CELEB operations, targeted at \$500,000, has now reached just under \$664,000. This is the fund for which the Director has been dunning you loyal readers, so his hat is off to you.

People recently have begun to ask whether CELEB has enough funds so that it is not in need of more. The answer is a distinct "No." We do yet need funds for a permanent, endowed faculty position for the Director, funds to complete the renovation of CELEB's third floor, and additional funds in endowment. Dr. Gustafson would love to have the CELEB ops fund hit one million before he is gone. So we are still open for continuing support, even though Gustafson, himself, has retired from active fund-raising!

Guests Continue to Inspire Future Entrepreneurs

Enrollment in entrepreneurship classes continues to grow. A total of 57 students entered Jerry Gustafson's two entrepreneurship classes this past spring. One reason for the



Bill Boyd '63

growth is the popularity of our (mostly) alumni guest lecturers. The spring term featured return visits from Erica Whittlinger '70, David Myers '49, Bill Boyd '63, Charles Day '83, and Chris Tardio. Students learn the most and take the greatest interest in the practitioners, and we are grateful for their willingness to share their stories.



Charles Day '83, Chris Tardio



Entrepreneur Workshop

College Establishes a Center for Liberal Arts in Practice



Scott Bierman, Beloit College President

Beloit College has recently created a Center for Liberal Arts in Practice, the centerpiece of an effort spearheaded by President Scott Bierman and Dean Ann Davies to clarify and to emphasize the contributions of liberal arts to competence in practical affairs. The Center was the focus of the faculty's fall conference. As reported in the spring issue of Beloit College Magazine, a group of Beloit professors described how they expose students to critical applications of liberal learning related to the subjects they teach. As

one panel member, Jerry Gustafson told of CELEB's accomplishments in encouraging students to self-design the projects they wish to initiate.

The Center will develop as an umbrella bringing together career counseling, field study, and a wide variety of the practical, often experiential learning that takes place under the guidance of faculty across the curricular spectrum. Located in the former Career Services building, and led by sociologist Carol Wickersham, and career services specialist Angela Davis, the effort will include internships in business, not-for-profit, and charitable organizations under the Duffy Partners and Entrepreneurial Learning Fellows programs and other modes of practice of liberal arts learning. CELEB looks forward to working with this exciting new initiative.



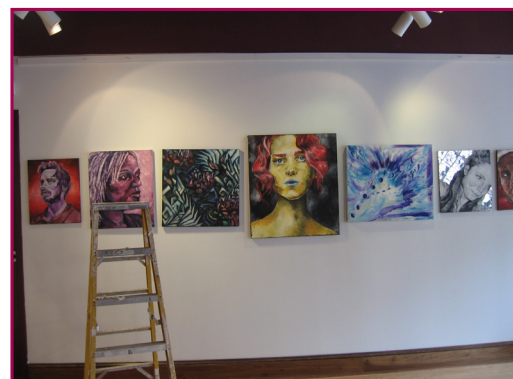
Dean Ann Davies, V.P. Academic Affairs

ArtWalk Beloit



Gallery ABBA during ArtWalk 2010

Gallery ABBA supports downtown Beloit events. The annual ArtWalk, held in mid-May, is a pleasant example. Downtown stores, including its three galleries, framing shop, and bookstore, sponsor an artist for the weekend. The artist demonstrates, shows and sells work, and engages with those interested among the crowds of strollers.



Student art being hung in preparation for ArtWalk 2010

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Permanent Fixtures:

Gallery ABBA

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Maple Tree Studio, Ian Nie, Director

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Beloit Access TV, Dave Knutson, Director

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WISE Foundation

Telephone: 608-361-6611 ext. 1102

Coleman Foundation New Ventures Lab:

Telephone: 608-361-6611
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Beloit College Rentals - ext. 1109

Ribbon Records - ext. 1104



From the Director

Watching so many students catch fire in CELEB is a deep pleasure. But along with the satisfactions come some daunting responsibilities. It serves not only students but also its supporters. It knows who its supporters are and what educational aims they wish to promote. CELEB is like a business: it has sought its investors and has promised to be accountable to them for aligning their aims with those of Beloit College.

Unlike a normal class, where last year's notes often will do for

this year's lectures, CELEB is a work always in progress. Success requires equal parts of inspiration, innovation, and initiation to get those fires lit. That is the result you, our supporters, want and attaining it is a responsibility that is always present.

This sobering thought weighs on me whenever CELEB receives a significant gift. That is especially so when the gift is a truly remarkable endorsement, as was the half-million dollar donation from David '49 and Anne Myers. The New Myers Fund is cause for great joy. It is a big step towards the durable rooting of entrepreneurship in the College program. So, as the College celebrates this major gift, so do I.

But still, I know the Myers per-

sonally; I know their dollars were not conjured. I know how they resulted from tireless hard work. I know the serious intent with which they were granted. So it is with all of you who have supported this venture.

Your dollars did not come cheaply to you and so, I must remember, neither do they come cheaply to me. Their purpose is to cause CELEB to make progress, to grow, and to change students' lives. The Myers' gift is a joy and a victory, but also a forceful reminder that regarding CELEB's special mission, Beloit College and I must stand and deliver.

-Jerry Gustafson,
Director of CELEB