**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.

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**CELEB**

437 E. Grand
Beloit, WI 53511

(608) 361-6611
www.beloit.edu/celeb

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**Morello Accedes to Helm**

Brian Morello ’85, named director of CELEB at the beginning of 2011-12, has already distinguished himself as a superb leader of the Center’s efforts to teach entrepreneurship by promoting its practice.

Morello joined the College formally in July, 2011 and quickly prepared course materials for the fall term and familiarized himself with the administration of CELEB’s routines. Together with Warren Palmer, Professor of Economics and newly-named Coleman Chair in Entrepreneurship, Morello will guide the College’s ever growing program in entrepreneurship education. He is a fabulous catch for Beloit.

Morello’s teaching load is one course per term. He focuses now on the introductory level but will add advanced electives in such topics as deal-making, negotiation, and joint ventures. For the first time, Beloit students will be able to follow up their introductory classwork with deeper exploration. Morello’s teaching is accompanied by individual advising of our nascent entrepreneurs and management of CELEB’s operations. He claims to enjoy being mentored by the previous director, Jerry Gustafson ’63.

Brian Morello also brings a key but formerly missing ingredient to entrepreneurship education – business experience. He began his career in his family’s business of beer distribution. He participated in developing rapid growth and harvesting of that business. He went on to launch several new ventures in marketing consulting and brewing of alcoholic and other beverages. His company owns plants that formerly made Old Style, Rolling Rock, and Coors brands. Morello has left daily operations but serves as a Board member of what is now the country’s largest independent contract brewer.

After Beloit, Morello continued his education with an MBA from Chicago Booth. He is from Milwaukee and with his wife Carol Buchele ’84, a Beloit alumna, has purchased a home on Church Street (formerly owned by his Beloit photography teacher, Michael Simon) just across from Peet Dorm.

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**Belot Takes Leadership at Lawrence Conference**

Lawrence University hosted a conference in Appleton of liberal arts colleges in the process of beginning entrepreneurship programs. The institutions included Grinnell, Washington and Lee, Monmouth, Knox, St. Olaf, Colorado, and Lake Forest, among others. As the conference was deemed to honor the godfather of entrepreneurship and innovation, Joseph Schumpeter, and took place towards October’s end, Lawrence promoted it, logically enough, as a “Schumpeterfest.”

Resource persons were drawn mostly from small colleges and universities that had experience in getting entrepreneurship and innovation over the special hurdles that exist, especially in the more prestigious places. Jerry Gustafson is a superb leader of the Center’s efforts to teach entrepreneurship and brought its spirit to academe.

**Bam Sass Daddy Founder Wins Entrepreneurship Honors**

Ben Siebert ’12 was named the John E. Hughes Award winner for the 2011-2012 academic year. The award, named for a great entrepreneur, Beloit benefactor, and major CELEB supporter, recognizes the student who has best demonstrated entrepreneurship and brought its spirit to academe.

Siebert is the co-founder and driving force behind “Bam Sass Daddy’s Delivery and Catering.” Ben is the chef who conjures the best, and even sometimes exotic, gourmet sandwiches and likely the most fabulous chili ever sampled in Beloit, Wisconsin. The business has sold and delivered hundreds of sandwiches to Beloit students who wish to satisfy their evening hunger and also has a promising business catering to various campus and environs committee and club meetings. Lots of students in previous years have turned a few dollars by selling snacks to their colleagues, but Bam Sass has taken the concept to a new and more professional level.

Bam Sass employs about six other students, all entrepreneurs in their own right, who do the promotion, delivery and keep the records. The group shares profits equally but, the chef, as they say, is the franchise. In honoring him, however, we aim to recognize the whole group. Ben is a Religious Studies and Political Science double major and came to Beloit College from Des Moines, Iowa.
Guest Practitioners Bring Real Life to Class

We academic entrepreneurship teachers know that there is no substitute for contact with actual practitioners who can share their business stories and experiences, their motivations and values, and the wholeness of their lives with students. Our guest presenters during the past three semesters include Margie Cole, founder of the Dance COLLECTive professional dance troupe in Chicago; Dan Spaulding ’85, founder of Creditel, a Chicago credit reports agency and now a mortgage lender; Kevin Fenton ’81, lawyer and novelist; Tom Hurster ’74, CEO, Bohn and Dawson; Virginia Newman ’83, Pennoyer Newman, LLC; Evans Papanikolau ’86, CME Group; Tom Moran ’64, lawyer and participant in several California start-ups; Bill Boyd ’63, Agility Research Systems; private investor, Rick Feingold ’90, founder of numerous start-ups and developer of Jacuzzi Beds; banker, Brian Cota; lobbyists, Peter Kammer and Eric Jensen; from the college, Bill Conover; Steven David, founder, Cuvee Wine Merchants; Paul Pucci, founder, Flatt Cola; Joe Kirques, business incubator founder, Gener8or; Robert Atwell ’80, founder, Nicolet National Bank; William Fitzgerald ’86, founder, Global Infrastructure LLC; and long-term visiting adjunct story teller, David Myers ’49, serial entrepreneur.

Meeting such knowledgeable and successful alumni and friends is an essential part of our Beloilers’ education and we thank them for their time, generosity, and willingness to serve.

A Day in the Life of the Music Tech Studio

Maple Tree Studio enjoyed a wonderful year with returning client, Regal Beloit, making two voice-overs for their training program and for their Annual Meeting. In addition to his regular teaching, Ian Nie, Maple Tree Studio director developed a course where sound and video were merged in the study. Students were asked to storyboard a tale, develop a screenplay, then film the story with dialogue, Foleying, voice-overs and music.

Students gained interest in recording and special projects this year. Allen Perlin, Spencer Bible, David Bremer, Daniel Gonzales, Cullen McDonald, and Jonathan Stone all recorded in the studio. Jon Stone completed a recording project that he started at the end of last year. The result was the release of a CD that he sold on campus and on tour. Allen Perlin, with Spencer Bible, is completing a senior project that should also result in the release of a new CD. David Bremer is close to the completion of his second CD—the first was completed about 2 years ago. Daniel Gonzales will further his recording project this summer before studying in Rome; this is also true with Cullen McDonald who will be studying in Russia in the fall.

Ron Nief and Tom McBride, who jointly wrote the newly-released book on “The Mind-set Lists of American History”, engaged Maple Tree Studio to record promotional audio. Both Ron and Tom are natural actors and the sessions are both informative and enjoyable.

Until next year! Think—Turtle Creek Chamber Orchestra! Ian has decided to start his own chamber orchestra to exhibit what he has learned from Jerry Gustafson and Brian Morello! See you soon!

Vishneski Lands Plumb Internship

Exciting news comes from the upcoming internship of Senior, Jack Vishneski, at Cutters, the renowned, Chicago-based video production and editing company. The studio is famous for its work in the fields both of audio and video. Jack will be sharpening his craft during his stay with some of the most trusted and talented technicians and artists in the industry. The internship was brokered by Grant Gustafson, a premier editor at Cutters and Jerry Gustafson’s offspring. Vishneski, who has taken classes, been a teaching assistant, and employee at Maple Tree Studio applied and was accepted at Cutters this spring. Grant’s most recent work featured Aaron Rogers, the Super Bowl quarterback of the Green Bay Packers, in an insurance company commercial dubbed “The discount double-check.” This humorous bit exemplified the comedic talent for which Gustafson has become well known in the industry. Jack will, no doubt, benefit greatly under Grant’s tutelage and we hope that he too will soon be a force in the industry.

Vishneski (above) testing equipment at Maple Tree Studio will intern with award-winning editor, Grant Gustafson this summer in Chicago.

Gustafson (above right) has been nominated for an Emmy for his work with the Budweiser brand.
Entrepreneur Guth Named Program Coordinator

We welcome Misha Guth as our new Program Coordinator. Misha, with a bachelor’s degree in Business Management from Rockford College, is familiar with entrepreneurship in her own right as she leads a successful mediation and arbitration business with her husband, Greg. This skill set will, no doubt, come in handy when dealing with Jerry and Brian. Misha has a knack for technology and looks forward to working with students on video editing and other projects.

Guth enjoys technology, a useful skill in her new role as program coordinator.

Director’s Bites

How is your class going?
Great, it’s an introductory course focusing on entrepreneurial thinking and behavior. Being interdisciplinary, it is open to all students regardless of major. So far there’s been strong demand; it’s been oversubscribed both semesters.

Can entrepreneurship really be taught or are entrepreneurs born?
I get that question a lot. Yes, it can, especially from the standpoint that it’s a process. Entrepreneurs create value by exploiting opportunities through a unique package of resources. And, there is a distinctive domain of research and body of knowledge that can be used to teach this process. Of course, there are also elements of creativity, imagination and luck involved that are wildcards in any venture. And, that’s where the “entrepreneurs are born” argument usually comes into play.

What are your impressions of CELEB?
Well, discussing programs with peers at a number of conferences this first year, I’ve found that CELEB’s offerings are unique relative to those of other colleges. Jerry has put together a very original program and set of assets. Where most programs focus on students interested in business and management, at CELEB, students from across disciplines have the opportunity to gain exposure to venture creation. It’s a place where students are challenged to find means to create value from something they enjoy and are good at doing. That’s a distinct perspective.

What’s on the horizon for CELEB?
With colleagues from the sciences, including John Jungck (Biology) and Rama Viswanathan (Chemistry and Computer Education), we are contemplating a joint class attempting to commercialize scientific work. To excite the process, we had a fascinating visit from Mitch Williams, an engineer at the Sandia National Laboratory, who demonstrated a bread-box sized parallel processing super computer prototype. The students were clearly energized seeing a project in its beta test stage and imagining building devices or tools themselves.

So, coming back to Beloit from the beer industry, what are your favorite beers?
Cold or something I sold.

Opportunities Emerge from the BATV/Entrepreneurship Partnership

Experiential learning is a key component of the CELEB experience. Beloit has always been a leader in liberal arts education and CELEB extends that to the experiential realm. Our quest is to have artists, performers, video producers, and audio technicians realize their potential. Ultimately, we hope these skills are transferred to projects that create value and for which the students can be compensated.

Senior Hayley Hirshland is an example of this combination as she begins her second tour as a video and editing intern with the Golf Channel. Using her fluency in Japanese, Hayley will focus on producing and translating content for the channel’s 30 million viewer Japanese market.

CELEB seeks to share its mission with the community too. Recently, Dave Knutson and his advanced broadcasting class hosted Media Day. Students staged a press conference where cameras, microphones, and lights in the studio welcomed the presenters into the world of live television. Students proposed an emergency scenario and acted as reporters. Both the students and the participants gained valuable experience regarding the responsibilities of the media and first responders.

Gallery ABBA

Curators and artists Megan O’Doherty ’12 and Mark Freker ’12 presented at the Gallery ABBA reception for “Terrapin”, a photography exhibit featuring alumni residing in Beloit.
What a thrill to write to you from CELEB! I am happy to report that all is well and entrepreneurship is thriving at the college. At the center of our society is the individual. By protecting individual rights, entrepreneurship can thrive and value creation is rewarded. This results in jobs, innovation, and economic growth, critical elements of a prosperous society.

In creating these actors, CELEB becomes their theater. Whether selling art from Gallery ABBA, producing a broadcast at BATV, recording music at Maple Tree Studio, or founding a micro-business in the Coleman New Venture Lab, CELEB is a place of action. These activities can inspire students to live out our mission — to have fulfilling lives marked by high achievement and public contribution by wisely choosing self-selected goals and acquiring the resources to see them through.

The assets available for students to achieve these goals are many and growing. A new addition is an effort from the Coleman Chair in Entrepreneurship, Warren Palmer. Warren has developed a course, the Life and Financial Planning Workshop and is penning a book to augment it. Instruction on financial literacy will shine light on the pleasure and profit of engaging in micro-business, i.e. small activities that cost little money to begin providing a good or service. Given the constraints of a semester this is a good model for which to experiment with venturing.

I have thoroughly enjoyed my experience thus far. Working with Jerry in a place he envisioned and to which so many of you contributed is a pleasure. The students are animated by CELEB’s offerings and college leadership is committed to the Liberal Arts in Practice.

Drop me a note with your impressions. Or, better yet, stop by on your next visit to the college. For this year’s class reunions, June 8-10, I will be making a presentation on my experiences in the brewing industry Friday evening. Saturday morning, we will host a Bloody Mary open house at CELEB, an event we will reprise during Homecoming in the fall as well. I welcome you to these events. In the mean time, we will keep you apprised of happenings here.

Cheers,
Brian Morello