$\textbf{CELEB}$

\textbf{Mission Statement}

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

\textbf{CELEB}

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\textbf{CELEB} is an entrepreneurship center and program. Composed of a business incubator, a cable access television studio, a music recording studio, an art gallery, a foundation office, and a video post-production studio, CELEB serves the students of Beloit College in their entrepreneurial ventures in both business and the arts.

\textbf{John Hughes Triumphant Return to Beloit}

John Hughes, Chairman Emeritus of the Coleman Foundation and one of the founding partners of CELEB, returned to Beloit in April to speak to Morello’85’s Introduction to Entrepreneurship class, enjoy a reception, and meet two recipients of the Entrepreneur of the Year Award named in his honor (see page 2). His messages to students emphasized goal setting and the propensity toward action.

Hughes, a self-proclaimed delinquent and high school dropout, was drafted by the Cubs’ minor league team as a teenager. After serving in the 82nd Airborne as a paratrooper in World War II, his love of math led him to become a CPA, and he eventually came to run Fannie May Candy. He later presided over the Coleman Foundation and more recently The Hughes Foundation.

The event was attended by Michael Hennessy, current President of the Coleman Foundation, Jonathan Hennessy, Hughes’ grandson, Kim Bliss of Hendricks Holding, Dennis Connerton of the Beloit Snappers, Paul Kerr of the Beloit Historical Society, Jim Franz of the Beloit Daily News, Jerry Gustafson Founder of CELEB, as well as many other students, faculty, staff and community members who appreciate Hughes’ contributions to Beloit College and to the field of entrepreneurship.

\textbf{CELEB Hosts Experts for Ten Year Self-study}

At the college’s urging to mark our tenth anniversary as a center, CELEB is in the midst of a self-study which entails a survey of alumni (coming soon), a detailed report, and an external review by experts in the field of entrepreneurship education. In May (pictured from right) Jeff Cornwall of Belmont University and Dick Lucier’64, Professor Emeritus of Denison University, spent two busy days meeting students, faculty, staff, and alumni to determine the impact of CELEB and make suggestions.

Among their comments was the following observation, “The Entrepreneurship Fellows Program at Beloit is already one of the best in the country, as observed by Dr. Cornwall. CELEB is poised to become a national model program for liberal arts colleges committed to entrepreneurship education.”
Entrepreneurship classes hosted several speakers in the 2014–15 school year including Tim Leslie’89 of Amazon, Ken Muth’91 of Muth Corporation, Erica Sass of Northeast College Prep Charter School, Gregory Roy, Dave Hendricks’64, John Hughes (Featured on page 1, Chairman Emeritus of the Coleman Foundation), Greg Meier of the Global Entrepreneurship Collective, Alex Linebrink (founder of GoPassage.com and participant in gener8tor), and author Madeleine Roux’08 (pictured right).

Roux, a New York Times Best-Selling Author of young adult horror, agreed to visit Beloit classes after a speaking engagement at SEA, where she spoke about social media and the importance of knowing your audience. Roux advised Warren Palmer’s economics classes about the business of selling books, getting started as an author, and living in Los Angeles. Roux also stayed on for a book signing at the college’s Turtle Creek Bookstore.

Ellery Addington-White’15, a Computer Science major, won the 2014-15 John E. Hughes Entrepreneur of the Year Award. The Hughes Award, named to honor the Chairman Emeritus of the Coleman Foundation, goes to the student who best contributes to 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, Addington-White earned the prize for his illustration and collaboration in the healthcare coding publication Struck by Orca, which has produced more than $60,000 in revenue. He has also been a key player at CELEB as the VentureWell Innovation Fellow, intern, and a leader in the Arduino Robotics group.

New Venture Night Launches the ‘Entrepreneur-ship’

“Start your venture in one night.” This year the evening proved to be an effective way to introduce the basics of venturing and boost excitement about entrepreneurship. New Venture Night’s “launch” theme has become a signature of CELEB, encouraging students to get outside the norms and take action on things they care about.

The August event brought in guest collaborators from the incubator 100 State and EPIC Systems to provide first-hand expertise as the students considered their venture ideas. A mix of new and established entrepreneurs attended and formed networks that helped get the semester off to a fast start.

Students who attended New Venture Night routinely find their way back to CELEB during the semester to get business counseling and do more comprehensive work.

UW Law & Entrepreneurship Clinic Visits Beloit

Having legal counsel eventually becomes a key ingredient for every startup. That advice will now be available to students at CELEB through a collaboration with University of Wisconsin-Madison, a top ranked law school. The Law & Entrepreneurship Clinic, was formed in 2010 by co-founders Anne Smith and Eric Englund. Attorneys supervise a group of first and second year UW law students. Being retained as counsel by the entrepreneurship student’s venture, the law students practice real and material matters of law. The relationship established between the parties allows CELEB students to recognize the impact of legal matters germane to their ventures.

Madeleine Roux spoke at the SEA Conference, leading to a Beloit campus visit.

Addington-White: Entrepreneur of the Year

As a kickoff to the Fall semester, CELEB held its third annual New Venture Night during the first week of classes. Formerly known as a Hackathon, New Venture Night continues the ethos of
McNeill Takes Project EASY to the Next Level

Kristen McNeill ’16, an education major, organized and facilitated the annual Project EASY, Entrepreneurship and Self-employment for Youth workshop. Not only did entrepreneurship education reach Stateline middle-schoolers, but the event sparked inspiration for further community outreach.

In March students from CELEB facilitated a similar workshop for a small group of Fresh Start High School Students at Community Action Center. Lead by McNeill, the team worked one-on-one with youth to discover how the talents and skills they have right now can help them make money in the immediate future. Using the mantra “Small, simple, fast,” Fresh Start students came up with ideas tailored to their individual strengths. “The goal is to give them something sustainable—as in skills, attitudes, and experience they can use, but also show them how to use those skills to start a business right now. We hope they come out of this with a new way of thinking about their potential,” said McNeill.

“I feel motivated. …I can put all the pieces together to start doing what I want to do,” said Chris Rowley, a Fresh Start student whose ambition is to start a motivational speaking series and afterschool program.

The possibilities for entrepreneurship to empower youth seems to be catching on in the wider community. CELEB has been approached by the Merrill Community Center, requesting an entrepreneurship based after-school program, and a Beloit alum has requested consultation about starting an entrepreneurship-based charter school.

Webster Passes

Virginia Webster, a major donor to CELEB through the Scott & Virginia Webster Endowed Entrepreneurship Fund, has passed away.

Always a risk-taker, Virginia was a Women’s Service Airforce Pilot in World War II. Committed to budding entrepreneurs, Webster’s 2014 gift of $500,000 will have a profound impact on students for years to come. Virginia was pre-deceased by her husband, Scott Webster’35. She is survived by her nephews Larry Bell’58 and Ed Henby’64.

Team Transitions as Knutson Retires

After more than 10 years Dave Knutson retired from teaching broadcasting at BATV. His contribution to CELEB — students well versed in broadcasting — sets the stage for stronger content oriented ventures in the future. His collaboration with Jerry Gustafson innovated the possibility for college and community to come together through TV.

Knutson is succeeded by new station producer, Keith Urban and Media Studies Fellow, Aaron Gurlly.

Other changes include the appointment of Diep Phan, an Economics professor, as the Coleman Chair of Entrepreneurship. Warren Palmer remains committed to teaching entrepreneurship, as well as continuing to Chair The Upton Forum.

CELEB also welcomes Meghan M.M. Trimm as the new Program Coordinator.

BATV Hosts BIFF Hospitality & Hairy Who?

In February BATV and Galley ABBA hosted filmmakers from The Beloit International Film Festival as the official hospitality spot in Downtown Beloit. As hosts, CELEB also showed a documentary — Hairy Who & The Chicago Imagists — about the art in Chicago during the 1960’s. Movie-goers viewed the film in the studio of Beloit Access Television. After the showing Morello’85 invited guests and filmmakers to his home to view his collection of Chicago Imagist art. BIFF culminated with a WCLO live broadcast from Gallery ABBA to highlight the final weekend of the festival.
Undertaking the college-mandated self-study— a once a decade planning and strategy exercise— and needing to find solutions in the five month interim before our new program coordinator was hired, CELEB has gone through a year of reflection. Work has begun to collect data that will help tell the story of our success in a new way, including a survey of alums. During this reflective process an article came out in the esteemed Chronicle of Higher Education by Beth McMurtrie that validated CELEB’s claim to entrepreneurial trend-setting in higher education.

The article, called “Now Everyone’s an Entrepreneur,” describes the high demand for entrepreneurship in higher education and in community-based youth programs across the country. CELEB has witnessed this trend in our enrollment, community outreach, and work-study numbers.

Further, the higher education models described in the article are kith and kin to the work we do here: courses, hackathons, a supportive ecosystem on campus, a venture lab—a center. We also correlate with the trend in values—except we did it before it was the nationally recognized “next big thing.” The value of instilling the entrepreneurial mindset works by making the students the “central actors” in their own projects and expecting that they “move their ideas forward.” This format draws students out of becoming passive receptacles of education.

At CELEB as in the article, students take ownership of projects and are forced to “do the work the way it really happens…messy.” CELEB has always been this kind of experimentation center for the college, especially recognizable in our commitment to experiential learning. Carol Geary Schneider put it succinctly as quoted by McMurtrie, “Entrepreneurship is simply a shorthand title for learning how to apply knowledge, skills, and judgement under conditions of uncertainty.”

The article poignantly notes what our experience at CELEB has shown time and again—that entrepreneurship is a well-suited companion for interdisciplinary liberal arts. Students at CELEB engaging in liberal arts education, whether it be Economics, English, Art, or Physics, or any other major, are enriched and enhanced by synthesizing their traditional knowledge through entrepreneurship, and reciprocally their ventures are stronger because of their liberal education.

As we move forward, CELEB will be implementing its findings with a continued focus on complementing Beloit’s liberal arts tradition with a program that utilizes experiential learning and produces work-ready graduates who are prepared to apply their education to real-world contexts.