Webster's Gift $500,000 to CELEB

CELEB Director Brian Morello '85 announced a $500,000 donation establishing the Scott and Virginia Webster Endowed Entrepreneurship Fund. The gift enables programming, internships and operating expenses associated with the Center's activities. “This is a wonderful gift and adds permanence to the programming at the Center. This support is a magnificant endorsement of the value of entrepreneurship education at Beloit,” said Morello.

The Websters, a StateLine Area couple who owned and operated Forest City Wholesale Grocery throughout the 40s, 50s and 60s have had a long history with the college. Scott Webster '35, who is survived by his wife, Virginia Bell Webster, along with nephews Larry Bell '58 and Ed Herby '64, attended the college. “Through meeting Burkhard Geissler, the Webster family attorney, I came to know the Websters’ commitment to the college and desire to support the study of entrepreneurship,” said Morello.

Mrs. Webster who continues to reside in the area, was no stranger to risk taking in her own right. In the vanguard of aviation, she served as a Women's Service Airforce Pilot in World War II. Her gift was fully funded in the fiscal year and the first distributions will commence in the 2014-15 school year.

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

NCIIA University Innovation Fellow Named

Under the auspices of a new program of the National Collegiate Inventors and Innovators Alliance, Ellery Addington-White ’15 was named the University Innovation Fellow for the 2013-14 school year. The NCIIA established the program in conjunction with Epicenter at Stanford University. The program which promotes entrepreneurship education intends the Fellows to become leaders who catalyze change at their schools.

Addington-White, with 88 other students visited Stanford and Silicon Valley to learn about innovation through hands-on designing, site visits and workshops. A highlight was a visit to Google and meeting with members of the Google Ventures team. “The four-day trip was one of the most amazing, exciting, and eye-opening experiences of my life,” said Addington-White on returning from his attendance at the conference. “I took away valuable lessons about teamwork, commitment, and community that will help me as I work to build our entrepreneurial ecosystem at Beloit College. This experience both showed me the power that exists in Silicon Valley for innovation but also that what we have here at Beloit are wonderful resources for pursuing entrepreneurial endeavors.”

Addington-White is a computer science major, musician, and a pillar at CELEB. He hails from Madison, Wisconsin.

From the Director

Augustana is looking for models to emulate as they consider building an entrepreneurship program of their own. “Awesome visit – we really enjoyed meeting everyone! Today was an eye-opening experience for all of us – we are extremely impressed with you and CELEB,” Delaney enthused in a post-mortem to me.

In addition to the CELEB team and several students, participants in the day-long meetings included Charles Westerberg, Director of the Liberal Arts in Practice Center and Ann Davies, Provost and Dean of the College. Provost Davies commented after the meeting that she was impressed by the students who were able to show first-hand the effects an entrepreneurial mindset has on one’s attitude. They took ownership of the meeting and were very persuasive in articulating why they appreciated CELEB. Sophomores, Michael Rubloff made the point, “They treat us as adults, and while there is plenty of support, we are responsible to develop our own projects. It’s fun!”

Comments throughout the day suggested pleasant surprise by the structure of CELEB as an arts-based center for entrepreneurship replete with an art gallery, television station, and recording studio. Much of the conversation surrounded the nature of entrepreneurship, and that the Beloit approach fosters the creativity and imagination necessary for successful venturing. In this regard, CELEB is very inclusive and shatters the false dichotomy between the arts and business, or, more broadly, the profit and non-profit sectors. Founder of CELEB, Jerry Gustafson summed it up: “Regardless of the venture, the same processes and motivations for recognizing opportunities and marshaling and applying resources apply.”

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The event was supported by sponsorships from the Wisconsin Economic Development Corporation, Hendricks Holdings and Comply 365. Workshop leaders included faculty members Warren Palmer, Coleman Chair of Entrepreneurship; Ron Nikona, Assistant Professor for Health & Society; Rama Rajgopal, Professor of Computer Science; and community entrepreneurs Kristin Peterson, Beloit Film Studio, James Lloyd, Sarah Nettie and Nikki Skievaski of 100 State.

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Judy Logback ’95, Founder of Kallari, a rural cooperative in Ecuador with over 800 member families, visited Beloit in the spring semester. A workshop facilitated by Logback, Elizabeth Brewer, Director of Office of International Education, and CELEB Director Morelo entitled, “Local and Profitable: Creating Niche Products, Navigating Supply Chains,” was part of her two-day campus visit. Logback discussed the creation of her chocolate products and explored supply chain issues surrounding her global business. “I thoroughly enjoyed my visit to CELEB. Even Yale University doesn’t have a center like this for students,” said Logback who graduated with an MBA from Yale.

Project EASY Returns to CELEB

Middle school students from around the Stateline Area took part in a youth entrepreneurship clinic in February. Drawn from members of the Stateline Boys & Girls Club, students immersed in a day-long workshop developed ideas for ventures and ultimately presented to a panel of judges. The clinic was loosely based off of the seminal work of Steve Mariotti, author of “The Young Entrepreneur’s Guide to Starting and Running a Business.” Mariotti is the founder of NFTE, the National Foundation for Teaching Entrepreneurship, a New York-based organization. Mariotti previously visited Beloit and met with local leaders and taught area youth. The NFTE model for teaching entrepreneurship was first brought to Beloit by CELEB Founder Jerry Gustafson. Gustafson adopted Mariotti’s framework in an outreach effort he dubbed Project EASY, Entrepreneurship and Self Employment for Youth. “CELEB is continuing an effort that is close to my heart and made a huge difference in lots of children’s lives,” said Gustafson.

Middle School Students Can Join CELEB

In September 2013, the CELEB Board invited middle school students to join the CELEB family. Since then, 13 CELEB members have joined The Meridian Club; 10 at Beloit College and 3 at Rockford University. The Meridian Club is a national organization for students in grades 7-12 and is a network for entrepreneurship education. “This is a logical next step for CELEB. We have made a commitment to being a leader in entrepreneurship education,” said Carol Wickersham, President of CELEB.

Crate & Barrel Co-Founder Celebrates Campus Headlines Campus Visits

Our entrepreneurship classes continue to be enriched by alumni and friends of the college who come to speak at our classes. A particular highlight this year was Carol Segal. Segal and her husband Gordon are the founders of Crate & Barrel. Other guests lectured included Joe Kreuger and Troy Veesler, Co-Founders of generator; Niko Skievaski, Co-Founder of 100 State; Clay Norrbom, who along with William Fitzgerald, co-founded Global Infrastructure Asset Management; angel investor Sheryl Schultz; Chuck Savage ’76; Erica Whittlinger ’70; Dave Myers ’49; and special thanks to Weston Griffin, Jr. ’90, Founder of Solid Steel, for his first-time appearance in the class. Also on campus, thanks to the Coleman Foundation, was economist Yoram Bauman. Bauman, a self-proclaimed world’s only stand-up economist, has parlayed his academic background and love of comedy into a terrific and informative act.

CELEB Summer 2014

Joe Logback ’15 sports ‘Kanye Shirt’ from his M.O.C. Brand line of apparel.

Joseph Evans ’15

Joseph Evans ’15 from Beloit, Wisconsin was the recipient of the John E. Hughes 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 academic.” The award recognizes students who launch their own ventures and who share the fun and learning of the effort. This year, the best entrepreneur was Joseph Evans ’15, who launched a mobile app, but he also used the piano as he rehearses it will serve students for many years to come. "We're relieved to have this replacement, and gifted by Dave Myers '49 that instrument replaces the piano block recently. "We’re relieved to have this replacement, and it will serve students for many years to come," said Ian Nie, Director of MTS. Nie will also use the piano as he rehearses for the second season of his venture, The Turtle Creek Chamber Orchestra.

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New Piano for Maple Tree Studio

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WISE Foundation Hosts BARN Festival

WISE, the What Is Social Excellence Foundation, held a panel discussion as the capstone to the BARN (Beloit Artist Resource Network) Festival, an arts festival held in April. Under WISE Foundation student director Marilli Wiensner ’14, the inaugural BARN Festival featured live music, dance, improv comedy, and workshops. The event promoted collaboration between artists, both on campus and in the community at large, and added to that, Wiensner discovered that all theセット嘉義 was a lot of fun. It was like a circus and in the community at large. “I had the idea for an artist festival several years ago. Pulling all the bands together, managing the budget and the nitty-gritty was a lot of fun. It was like a circus of the performing arts and really entertaining,” said Wiensner. After her day-long series of events, the panel discussion featured artists discussing their views of the contribution that art provides to the vitality of a community, a fitting topic for the questions WISE aims to explore.

Zoe Lengak ’14 Helps Local Middle School Students with their Pitch at Project EASY, a youth entrepreneurship clinic.

Students attended entrepreneurship-related conferences this year, with a number of local conferences, CEO (College Entrepreneurs’ Organization) and SEA (Silicon Entrepreneurs in the Arts), which was co-founded by Jerry Gustafson’63 and celebrated its 14th anniversary this year, and both Coleman Foundation supported events. The students received expert advice on issues ranging from intellectual property to marketing and customer development. While in Chicago, the students also visited the business incubator and innovation space 1871. In addition to this, Coleman Fellows Ted Knaabe ’86; Ron Gustafson ’76; William Fitzgerald ’86; Erica Whittlinger ’70; Dave Myers ’49; and special emphasis on including entrepreneurship principles in the curriculum. “The seminar was co-facilitated by CELEB’s Brian Morelo ’85 and Carol Wickersham, Director of the Office of Community-Based Learning. The course was structured around weekly themes that included topics on entrepreneurship principles and explored ways in which they could be incorporated into traditional classes. These ideas propelled course design innovations aimed toward fulfilling the newly-created Liberal Arts in Practice (LAP) graduation requirement which involves applied or original work extending beyond the traditional classroom. “There was enormous value in setting aside time for in-depth, wide-ranging conversation about the benefits and challenges of these two uncommon approaches to pedagogy. The workshop helped forge and deepen collegial relationships which strengthens the institution,” stated Carol Wickersham.

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