ENTRnews
CERTIFICATE IN ENTREPRENEURSHIP AND INNOVATION

Fall 2019

ENTR Instructor Teaches Students the Importance of Building Effective Teams

ENTR Celebrates One of the Longest-running Living & Learning Communities at Purdue

ENTR Certificate Named a Top 50 Undergraduate Entrepreneurship Education Program by The Princeton Review and Entrepreneur Magazine

THE PLACE FOR ENTREPRENEURSHIP EDUCATION @ PURDUE

ENTR Student & Ambassador Makes an Impact on the Field and Beyond

ENTR Instructor Teaches Students the Importance of Building Effective Teams
A NOTE FROM NATHALIE

2019 was an exciting year for the Certificate in Entrepreneurship and Innovation program. Just this month the program cracked the The Princeton Review and Entrepreneur magazine rankings as a Top 50 Undergraduate Program in Entrepreneurship. We are honored that out of 300 schools, Purdue’s relatively young, cross-campus program is ranked to be among the best in the country. For this we are grateful to Purdue’s Office of the Provost, our dedicated faculty, staff, students, alumni, guest speakers and administrators from all over campus who have helped the program grow. We look forward to what the future holds.

This semester we welcomed many outstanding guest speakers to our classes who spoke on topics such as Personal Branding, Networking, and Interviewing, just to name a few. Others shared insights into their successful careers as entrepreneurs and business leaders.

In each newsletter, we like to profile some of our outstanding students and alumni. In this issue of our newsletter, we are spotlighting Senior Economics major and Purdue football player J.D. Dellinger, and 2013 College of Pharmacy alumna Dr. Chelsea Pekny. Learn more about them on pages 4 and 5.

The Certificate in Entrepreneurship and Innovation classes continue to be taught by successful, regionally-based entrepreneurs and industry leaders. Veteran ENTR Instructor Mike Cassidy is a successful entrepreneur and business leader who has mentored thousands of Purdue students since he began teaching in the program in 2008. In his teaching and mentoring, Mike draws on his knowledge and experience to emphasize the importance of building effective teams. Learn more about Mike on page 6.

The Certificate in Entrepreneurship and Innovation program is proud to have one of the longest-running Living & Learning Communities on campus. On page 7, learn more about this program that brings together entrepreneurially-minded, multidisciplinary cohorts of first year students from around the world.

Thank you for your support of the Certificate in Entrepreneurship and Innovation program. Keep up to date by following us on Facebook, LinkedIn, and Twitter!

NATHALIE DUVAL-COUETIL
Director

Photo Courtesy Purdue Marketing/John Underwood

Are you an alumni or current student with a great story of how you have put your entrepreneurship education to work? If so, please contact Kasie Roberson, our Marketing & Communications Strategist. We look forward to hearing from you!

Contact Kasie at (765) 494-3386 or roberso7@purdue.edu.

Share Your Story

BE SURE TO CHECK OUT THE STUDENT, ALUMNI & INSTRUCTOR SPOTLIGHTS

4

5

6
(1) In October, Purdue President Mitch Daniels visited with Entrepreneurship capstone students and spoke about his career path and innovative initiatives he has undertaken in higher education to raise Purdue's profile; (2) Recently, the Certificate in Entrepreneurship and Innovation was named a Top 50 Undergraduate Program in Entrepreneurship by The Princeton Review and Entrepreneur Magazine; (3) The Director of the Certificate in Entrepreneurship and Innovation Program, Dr. Nathalie Duval-Couetil, moderated a panel entitled "Alpha Girls: Women in STEM, Business, and Entrepreneurship" sponsored by the College of Science, which included: Dr. Chris Hrycyna, Dr. Janice Evans, Purdue Alumna MJ Ellmore, and author Julian Guthrie; (4) In September, the program celebrated the 2019 Greater Lafayette Entrepreneurship Week by giving out over 2,000 Mary Lou's doughnuts in the heart of Purdue's campus. It was a small way of saying thank you to our students and to our friends across campus for supporting the program; (5) ENTR Alumni and successful business leaders Brad Niemeier, Samantha Burke, and Nick Vail spoke to an ENTR capstone class; (6) The fall semester got started with an important kick-off and planning meeting between the ENTR staff, instructors and the Vice Provost for undergraduate education and other administrators.

ENTR also welcomed several other guest speakers this semester, and hosted professional development workshops on campus.
North Carolina native J.D. Dellinger is a Krannert School of Management Senior majoring in Economics with minors in Management and Communication. He is also pursuing a Certificate in Entrepreneurship and Innovation and serves as an ambassador for the program.

J.D. is scheduled to graduate in May 2020, but with one more season of eligibility, he may delay graduation and pick up a finance minor, or look at graduate school options. Either way, J.D. Dellinger will be making his impact on and off the field here at Purdue for just a little while longer, and we’re happy to keep him here.

J.D. believes his Purdue Krannert education, as well as his Certificate in Entrepreneurship classes are preparing him well for a future in financial forecasting. He has enjoyed working with students from different colleges on campus and believes it has helped him grow as an effective team member. "Working with all types of majors means you get the opportunity to understand how they think. Engineering, communication, and sales majors all go about solving problems differently, and understanding this is an important skill to have in the workforce."

Outside of the classroom, J.D. is the kicker for the Purdue football team. Beyond his athletic and academic responsibilities, J.D. enjoys volunteering in the local community. He volunteers as often as possible at the Boys and Girls Club of Lafayette, as well as in Special Olympic events hosted by the Purdue football program.

As an Ambassador for the Certificate in Entrepreneurship and Innovation Program, J.D. enjoys meeting with high school seniors visiting "Purdue’s For Me" events and informational fairs where he gets to share why Purdue has been such a good fit for him.

A highlight of J.D.’s educational experience at Purdue has been the opportunity to learn from guest speakers and Purdue alumni about what it takes to start a company and be successful. "I have heard from interesting speakers who have taken the business and entrepreneurship skills they have learned to successfully start a business."

"Working with all types of majors means you get the opportunity to understand how they think. Engineering, communication, and sales majors all go about solving problems differently, and understanding this is an important skill to have in the workforce."

As an Ambassador for the Certificate in Entrepreneurship and Innovation Program, J.D. enjoys meeting with high school seniors visiting "Purdue’s For Me" events and informational fairs where he gets to share why Purdue has been such a good fit for him.

J.D. is scheduled to graduate in May 2020, but with one more season of eligibility, he may delay graduation and pick up a finance minor, or look at graduate school options. Either way, J.D. Dellinger will be making his impact on and off the field here at Purdue for just a little while longer, and we’re happy to keep him here.
When Dr. Chelsea Pekny began her studies at Purdue in 2007 she knew she wanted to leave with a career that would make an impact, and that is exactly what she did. Chelsea is the Global Initiatives Coordinator and an Assistant Professor of Practice at The Ohio State University College of Pharmacy. Her position is focused on advancing pharmacy practice from local to global settings. She teaches pharmacy and other health sciences students about topics relevant to pharmacy in international settings, works with global partners on student and pharmacist training programs, and engages across the world to increase access to pharmacy and healthcare services in underserved communities. She is also a part of the Generation Rx team at OSU that addresses safe medication use education and misuse prevention.

Chelsea's position at The Ohio State University is collaborative and interdisciplinary in nature. She gives credit to Purdue's Pharmacy program and the Certificate in Entrepreneurship and Innovation program in preparing her for her current role. “Pharmacy is an incredibly dynamic profession, and my ENTR certificate helped to complement my Doctor of Pharmacy degree by giving me the skills to network and collaborate so that I can succeed in a changing field. My current role is very unique and didn’t exist when I graduated. I give credit to the business and innovation skills of the ENTR program in combination with the College of Pharmacy education which enabled me to rise to the challenge of navigating a newly developed position.”

Chelsea graduated from Purdue in 2013 with a Doctor of Pharmacy from Purdue’s College of Pharmacy and a Certificate in Entrepreneurship and Innovation. While at Purdue, Chelsea was very involved with the Purdue Kenya Program and Tumaini Innovation Center. She trained as a pharmacy resident and fellow in Eldoret, Kenya as part of the Purdue Kenya Program. "During my time in Africa, I was able to serve as a connector and liaison between resources and experts at Purdue in West Lafayette to the teachers and youth at Tumaini. Those connections have grown to include professors, post-graduate students, and undergraduate students, all collaborating with formerly underprivileged youth and their teachers to advance their opportunities and skills sets. The work being done there will help to shape the future leaders of Eldoret and beyond."

Today in her role at The Ohio State University, Chelsea uses many of the project and business skills gained from the ENTR program when organizing her teaching responsibilities and service projects. "The ability to think through starting new projects, how they fit into and can change the current landscape, and most importantly, how to sustain them were all skills I gained from the ENTR program."

Chelsea is a Purdue alumna who is making a positive impact on the world, and like so many of her peers, she credits her preparedness for this important role to her Purdue education. Chelsea sees herself as a constant learner who is excited to share her knowledge and ideas with her students at The Ohio State University and others through international collaborations in order to advance people's health around the world.
Anyone who knows Mike Cassidy will tell you they don't know which is bigger - his gregarious personality or his passion for teaching his ENTR 20000 students. Both his outgoing personality and his passion for helping his students has a lasting impact on the ENTR students, alums, and the program itself.

Over the years Mike has made a positive impact on thousands of ENTR students, mentoring many of them who have gone on to have very successful careers. One example is 2012 College of Health and Human Sciences and ENTR graduate Brad Niemeier who founded Azzip Pizza in 2014. Mike worked closely with Brad on his initial concept for Azzip, a fast casual pizza company that now has nine locations. Mike helped prepare Brad for the Burton D. Morgan Competition which he won in 2012 and used his $20,000 winnings to start his company.

The Former CEO and Consultant Teaches Students the Importance of Building Effective Teams

"My professional focus is always on developing people to 'see' the opportunity in any situation and prepare the proper response to it. I do the same in the classroom. I have a variety of models that I use to connect the 'what' with the 'how' that involve research, analysis, planning, decision making, development and execution."

For the past twelve years, Mike has used his experience and expertise to help students see not only the potential in products they may develop or market, but also the potential within themselves and those with whom they work.

Over the years Mike has made a positive impact on thousands of ENTR students, mentoring many of them who have gone on to have very successful careers. One example is 2012 College of Health and Human Sciences and ENTR graduate Brad Niemeier who founded Azzip Pizza in 2014. Mike worked closely with Brad on his initial concept for Azzip, a fast casual pizza company that now has nine locations. Mike helped prepare Brad for the Burton D. Morgan Competition which he won in 2012 and used his $20,000 winnings to start his company.

Brad shared this about working with Mike, "Mike was my first Entrepreneurship instructor and had a huge impact on the course of my career. He encouraged me to think differently, to chase my dreams and to ultimately start my business. Mike is still a mentor to this day and I appreciate how invested he is in his current and former students."

The Certificate in Entrepreneurship and Innovation Program is proud to have a team of outstanding instructors like Mike Cassidy who help students discover the possibilities that lie ahead for them as future entrepreneurs and business leaders.
ENTREPRENEURSHIP LEARNING COMMUNITY

The ENTR Program has one of the longest-running living and learning communities at Purdue, serving over 700 students to date.

BUILD A COHORT

Since 2005, the Entrepreneurship Learning Community (ELC) has formed entrepreneurially-minded, multidisciplinary cohorts of first year students from around the world. ELC students live in the same dorm, and during the fall semester of their first year at Purdue, participate in a variety of entrepreneurial activities and workshops. ELC students are also enrolled in the same section of ENTR 20000 Introduction to Entrepreneurship and Innovation, the first required course for the Certificate in Entrepreneurship and Innovation Program.

LEARN & GROW

The objective of the ELC is to create meaningful experiences in and out of the classroom that help students form strong relationships and a sense of belonging that enhances their Purdue experience and boosts the chances for retention and success. An example of entrepreneurial success that emerges from these activities, includes former ELC students Henry Berkemeier (IE, 2019), Marek Davis (IE, 2019), and Aarti Panda (CS, 2019) who co-founded FroYo XPress a self serve, pour-your-own kiosk company who opened their first kiosk at Purdue’s Third Street Market in the fall of 2018.

NETWORK

ELC students meet with guest speakers who share their entrepreneurial journeys. In forming their student cohort, they are also able to create a strong network for the future. “The ELC helped to create great friendships and relationships in and out of the classroom. The people you meet will not only help you in the ELC classes, but they are contacts you will run into over and over again. The ELC provides great life experience that will set you apart from everyone else and truly shape who you are as a student and person.”– Ashley, ELC participant
OTHER NEWS & HAPPENINGS:

Stay Informed

If you haven’t seen our new ENTR video then be sure to visit our website and check it out!

Follow us on social media for the latest happenings in the ENTR program, including information on guest speakers, professional development workshops and other experiential learning opportunities.

Purdue.edu/Entr

Senior Send-Off

We have already celebrated our upcoming December graduates at Purdue’s Senior Send-Off and look forward to celebrating our Spring graduates next semester! In 2019-2020 we will graduate our largest class to date - approximately 460 students! Best of luck and please keep in touch!

Welcome to a New ENTR Instructor

Rick Davis is a new ENTR 20000 instructor this fall. Rick is the Founder and President of Q4 Advisors, LLC, a Lafayette based financial coaching and retirement planning firm. Rick is a seasoned professional focused on helping individuals, families and business owners achieve their financial goals. Rick has years of executive leadership experience, including serving as the President and CEO of Henriott Group, an insurance, risk management and employee benefit firm. He also served as the Chief Accounting Officer for Wabash National Corporation in Lafayette. Prior to that he worked at Cummins Engine Company and Arthur Andersen.

CERTIFICATE IN ENTREPRENEURSHIP AND INNOVATION

Alumni Spotlight

Samantha Burke
Vice President of Programming and Development at Pass the Torch for Women Foundation
communications, 2014
College of Liberal Arts

Purdue.edu/Entr

“The ENTR program taught me to be innovative in my thinking and to define my professional identity. I enjoyed all the wonderful peers I met through the program and the instructors were always encouraging me to push beyond my comfort zone and take risks. Each day in my career I continue to draw upon the principles I learned in my ENTR classes.”

Don’t Miss Our Monthly Alumni & Student Spotlights

Each month, during the academic year, we spotlight a student and an alumni. Follow us on social media or regularly visit our website - purdue.edu/entr - to learn more about these amazing current students and alumni.

150 Years of Giant Leaps

Purdue University

Thanks For Sharing Your Giant Leaps With Us

Purdue recently wrapped up it’s 150th Anniversary celebration at Homecoming. What a great year it has been with all of the distinguished guests and events hosted on campus. Thank you for being an important member of the Purdue community and for allowing us to showcase your Giant Leaps!