

ENTR*news*

CERTIFICATE IN ENTREPRENEURSHIP AND INNOVATION

Spring
2020

MOVING
ENTREPRENEURSHIP
EDUCATION ONLINE



P PURDUE
UNIVERSITY®

THE PLACE FOR ENTREPRENEURSHIP EDUCATION @ PURDUE

ENTR Program Pivots and
Successfully Goes Online
for Second Half of Spring
and All of Summer 2020

ENTR Student
Ambassador Prepares
to Start His Career as a
Tech Analyst

ENTR Instructor
Releases Bestselling
Book on Customer
Retention



Photo Courtesy Purdue Marketing/John Underwood

Nathalie Duval-Couetil, MBA, Ph.D., Director of the Certificate in Entrepreneurship & Innovation Program; Associate Director of the Burton D. Morgan Center for Entrepreneurship

Program Award at the United States Association for Small Business and Entrepreneurship (USASBE) annual conference in early January. Classes resumed that same month and we settled into welcoming guest speakers and working with our very talented students from all across campus. In late February as COVID-19 spread at an alarming rate and Purdue made plans for how to best handle the situation, so did we. ENTR instructors and staff did an amazing job shifting all of our face-to-face classes online with very short notice. We are thankful to them and all of the students who have demonstrated resilience and dedication to their education throughout this turbulent and unique time.

As in past newsletters, and in this one, we profile some of our outstanding students and alumni. This semester we are spotlighting Senior Industrial Engineering major Rushabh Jajodia, as well as recent alumni and graduates from the College of Pharmacy. Learn more about them on pages 4 and 6.

Purdue's Certificate in Entrepreneurship and Innovation classes are taught by successful, regionally-based entrepreneurs and industry leaders who have been busy working from home, while staying engaged with their ENTR students. This semester ENTR Instructor Ali Cudby released a bestselling book "Keep Your Customers". An expert in customer retention, Ali shares insights with her students about the importance of keeping clients satisfied. Learn more about Ali on page 7.

During this time of unprecedented change and uncertainty, I appreciate the flexibility and dedication of the ENTR staff and instructors who are committed to a high quality educational experience for students in this new remote learning environment. To read more about this transition please see page 5.

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

Nathalie Duval-Couetil

NATHALIE DUVAL-COUETIL
Director

A NOTE FROM NATHALIE

Spring 2020 has turned out to be quite a semester! It is unlike any we have known from an educational, societal, economic, and human standpoint. It started off with the Certificate in Entrepreneurship and Innovation program winning the 2020 Model

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



Share Your Story

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 the ENTR Program at entrcert@purdue.edu.

SPRING 2020 RECAP

EXCELLENCE IN ENTREPRENEURSHIP EDUCATION MODEL PROGRAM AWARD

United States Association for
Small Business and Entrepreneurship

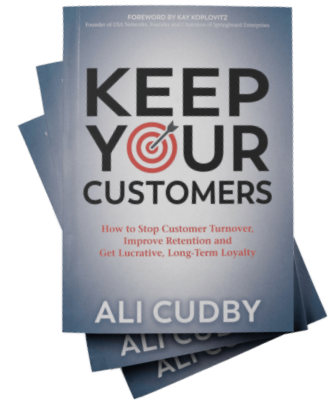


Photo Courtesy Purdue Marketing/Mark Simmons



Photo Courtesy Michelle Wagner



Photo Courtesy Susan Woods

FROM LEFT TO RIGHT:

(1) Purdue's Certificate in Entrepreneurship and Innovation program was awarded the prestigious 2020 Model Program Award at the United States Association for Small Business and Entrepreneurship (USASBE) annual conference held in New Orleans, Louisiana. (2) ENTR Instructor and CEO of Your Iconic Brand Ali Cudby launched her new bestselling book "Keep Your Customers". (3) Dr. Nathalie Duval-Couetil, Director of Purdue's Certificate in Entrepreneurship and Innovation Program, was named a new Ambassador for the U.S. Clean Energy Education and Empowerment (C3E) Initiative by the U.S. Department of Energy. (4) Gary Brackett, former NFL Player, Super Bowl Champion with the Colts and a successful entrepreneur, spoke to some of Purdue's ENTR classes. (5) Several ENTR Students and graduates launched [benefit.design](#), a community of designers and researchers helping small businesses and nonprofits by offering FREE design micro-services. (6) ENTR Instructor and President/Owner of Sales Performance Partners, LLC Susan Woods meets virtually with her teaching assistants and a student to answer questions and catch up.

ENTR also welcomed many guest speakers this semester, and hosted professional development workshops on campus before classes moved online in late March.

STUDENT SPOTLIGHT

COLLEGE OF ENGINEERING

SENIOR IN INDUSTRIAL ENGINEERING



Photo Courtesy Purdue Marketing/John Underwood

RUSHABH JAJODIA

College of Engineering Senior Rushabh Jajodia is wrapping up his time at Purdue. A May 2020 graduate in Industrial Engineering with a minor in Management and a Certificate in Entrepreneurship and Innovation, Rushabh is reflecting on his four years in West Lafayette and how he has grown his skillsets and confidence to begin his career in a quickly changing world.

"The ENTR program has given me first-hand insight into the application of my technical skills to the real-world. As a result of this program, I feel I am much better prepared to take on different challenges in the professional world with an entrepreneurial mindset."

Originally from Gujarat, India, Rushabh has been heavily involved as a leader on Purdue's campus, working in PurdueTHINK Consulting where he has served as President, Director of Project Management, Project Manager, and is currently a Senior Advisor. He has also been involved with Rising Professional Central Committee and has served as an Ambassador for the Certificate in Entrepreneurship and Innovation Program.

As an Ambassador for the Program, Rushabh finds joy in seeing underclassmen discover an entrepreneurship curriculum that meets their educational needs. Rushabh shares with prospective ENTR students that, *"if they want to see how their skills can be applied to the real world and how they can bring new ideas to life, then they should seriously consider pursuing an Entrepreneurship certificate."*

Outside of campus, Rushabh has worked as an Operations Management Intern at GE and a Strategy & Analytics Intern at Proctor & Gamble. After graduation, he is excited to begin his position as a Business Technology Analyst focusing on Technology Strategy at Deloitte in San Francisco.

Rushabh is a student who will be greatly missed at Purdue because of the positive impact he made on others during his time here. We look forward to seeing the positive impact he makes on the world.

MOVING ENTREPRENEURSHIP EDUCATION ONLINE



The COVID-19 Pandemic has changed daily life for the entire world in a very short period of time. This is particularly true for education where many students had to change living arrangements, jobs and professional commitments while transitioning to an online curriculum mid-semester. As Purdue made plans to protect the health of students, staff and faculty, while continuing to offer the highest quality educational experience possible, the ENTR Program Administrative Staff and Instructors rose to the challenge of continuing to engage students and offer a meaningful learning experience.

ENTR Instructors and administrative staff swung into action during Purdue's Spring Break to get courses online. When students returned to class virtually, they found support and encouragement from their instructors even though the method of class meetings had changed.

A positive aspect of this new virtual learning experience has been the personal level of engagement discovered by students and instructors. ENTR 480 and 481 Instructor Susan Woods states, "One of the best surprises has been learning more about my students on a personal level. I see them in their homes and they share more about their families. I get a sense of who they are beyond the classroom. I feel more connected to them. It's been great!"

Overall, most ENTR students appear to have adjusted in this challenging time and the quality of their work has remained high. ENTR 200 Instructor Mike Cassidy states, "I am impressed by ENTR students' "can do" attitude and I see them learning solid coping skills that will help them in the future. In the assignments I've seen since going online, they are exceeding my expectations and I look forward to their final projects!"

Not only has the quality of student work remained high, some students have developed innovative ideas to address the current crisis. ENTR 200 and 315 Instructor Dora Lutz states, "In ENTR 200, our students are asked to ideate 100 potential business ideas. I was impressed and inspired by how many meaningful business concepts our students identified that could have a meaningful impact on our current situation."



ENTR Instructor Susan Woods connects with ENTR students from her home in Indianapolis.



ENTR Instructor Dora Lutz grades ENTR papers from her home in Indianapolis.

While this period of time has not been ideal and has created many challenges, ENTR students know they can count on their instructors for encouragement and assistance because they are not only teachers, but also mentors. They have experience in business and as entrepreneurs themselves, they know the challenges and stress that come from uncertainty. Because of this they have been able to help students meet the challenge of adapting to virtual learning in a short amount of time. ENTR Instructor Dora Lutz believes, "This experience will prove to be an opportunity for students to gain resilience and witness first-hand the entrepreneurial opportunities that can arise by paying attention to issues that arise during times of crisis."

ALUMNI SPOTLIGHT



Photo Courtesy Dr. Devin Valpatic



Photo Courtesy Dr. Suhani Mehta



Photo Courtesy Dr. Lars Henderson



Photo Courtesy Dr. Joshua Lewis



Photo Courtesy
Dr. Wyatt
Simpson

DR. DEVIN VALPATIC

DR. SUHANI MEHTA

DR. LARS HENDERSON

DR. JOSHUA LEWIS

DR. WYATT SIMPSON

Last month Purdue's College of Pharmacy announced they were allowing their Spring 2020 graduates to complete their degrees early so they could begin their careers as pharmacists as soon as possible in order to help with the COVID-19 pandemic crisis.

Five of these graduates are also recipients of the Certificate in Entrepreneurship and Innovation. We are very proud of these recent alumni and excited to see the positive impact they will make in the world.

Dr. Devin Valpatic, originally from Portage, Indiana, is off to complete a PGY-1 community residency at Advocate Aurora Health in Milwaukee. Devin sought a Certificate in Entrepreneurship and Innovation at Purdue because she believed it would make her more innovative as a healthcare provider. "During my time at Purdue I was able to implement different business plan models as aspects of both my classwork and through different opportunities I had during my clinicals/rotations. My residency requires me to complete a business plan so completing this Entrepreneurship Certificate has better prepared me for my future training."

Dr. Suhani Mehta is eager to begin a PGY-1 residency at Northwestern Memorial Hospital in Chicago. Originally from Chandler, Arizona, Suhani pursued a Certificate in Entrepreneurship and Innovation at Purdue because she believed it would give her a more unique perspective on the pharmacy practice and enhance her network and leadership skills. "I have learned how to integrate innovation and creativity into my projects and utilize tools I have learned through the program, such as how to optimize communication at institutions and enhance the tools used in practice to contribute to better patient outcomes."

Originally from Valparaiso, Indiana, **Dr. Lars Henderson** is ready to begin his career as a Nuclear Pharmacist at Cardinal Health in Swartz Creek, Michigan. Lars completed the Certificate in Entrepreneurship and Innovation at Purdue to enhance his ability to make wise business decisions such as evaluating the feasibility and impact of accepting additional hospitals as customers. "I am most looking forward to applying my passion and experiences from Purdue in service to Cardinal Health and my patients."

Originally from Portage, Indiana, **Dr. Joshua Lewis** is eager to take his next step as he sorts through multiple job offers. To complement his Doctor of Pharmacy degree, Joshua sought a Certificate in Entrepreneurship and Innovation at Purdue. "Healthcare, now more than ever, is in need of innovators who are not afraid to think outside of the box to implement creative solutions or discover new ways of providing care. The skills I have acquired through this program will allow me to lead my peers in the business-oriented aspects of pharmacy, such as hospital administration or pharmaceutical development in the industry setting."

Dr. Wyatt Simpson, originally from Greenfield, Indiana, is looking forward to starting his career as a Walgreens community pharmacist. Wyatt believed pursuing the Certificate in Entrepreneurship and Innovation at Purdue would make him a better leader and communicator while working with others. "Learning about marketing and finances through the ENTR program has had a big impact on projects I have done while on clinical rotations and will continue to do so for my future projects. As a pharmacist I will be one of the most accessible healthcare professionals and I look forward to filling that role in the community."

ALI CUDBY

Instructor Spotlight



Photo Provided by Ali Cudby

"ENTR students come to class thinking the idea is the most important thing about a new business. They are often surprised to discover the idea is just the jumping off point. Everyone pivots. The entrepreneurs who are most successful are the ones who keep pivoting until their solution solves a real customer problem."

Ali Cudby is the bestselling author of "Keep Your Customers" who brings her engaging methodology to businesses around the world to help them improve long-term customer value. Ali honed her approach to customer retention at her company, Fab Foundations, where she created the world's leading training and certification program for the art and science of bra fitting.

"My retail clients were thrilled by their newfound skills, but needed help translating happy buyers into loyal, highly profitable customers. My entrepreneurial lightbulb went off. I applied the techniques I had developed in Corporate America to my clients' companies. Applying customer retention strategies to my retail clients became the foundation for launching my other company, Your Iconic Brand. Today, with Your Iconic Brand, I bring retention strategies to companies across a variety of industries."

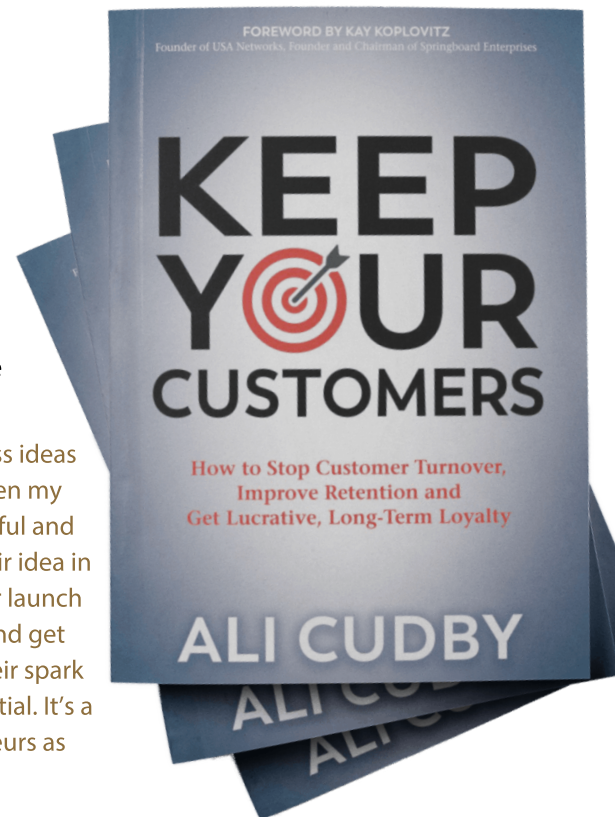
Before becoming an entrepreneur, Ali worked at The New York Times Company,

Golf Digest Magazine Group and Animal Planet TV Network. She received her MBA from The Wharton School. Ali moved to Indiana in 2017.

In 2019 Ali began teaching for Purdue's Certificate in Entrepreneurship and Innovation program and has found it to be an amazing experience.

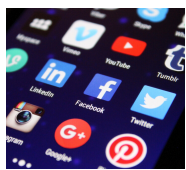
"Students begin the semester with business ideas and end up with initial business plans. When my students discover ideas they find meaningful and get enthusiastic about the potential of their idea in the world, it's infectious. Even if they never launch the business, they grasp the possibilities and get excited. And I get to help them nurture their spark of an idea into a business pitch with potential. It's a privilege to work with budding entrepreneurs as their ideas become viable businesses."

Ali stresses that now, more than ever, it is important to reinforce relationships with existing customers. People need connection and when a customer or a student, for that matter, feels cared for, then you form long-term relationships that benefit everyone. This is exactly what Ali Cudby is doing, and teaching her clients and students to do. After all, she wrote the book on customer retention - literally!



OTHER NEWS & HAPPENINGS:

Stay Informed



Visit us at our website to see videos, get the latest news on the program, see student and alumni spotlights, and more!

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



Ready for the Spotlight?



The ENTR Program loves spotlighting successful ENTR students and alumni. If you have a great story regarding your career or business please share with our Marketing and Communications Strategist, Kasie Roberson, at entrcert@purdue.edu. We look forward to seeing you in the spotlight!

ENTR Summer 2020 Classes Go Online



In early April, the ENTR Program took the proactive step of moving all Summer 2020 ENTR classes online and have had a record number of students register. Classes will soon be full and the ENTR instructors are busy preparing for an intensive and highly engaging online learning experience this summer.



ALUMNI SPOTLIGHT



CERTIFICATE IN ENTREPRENEURSHIP AND INNOVATION

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DARCY RIPPLE

Co-Owner and Partner at
Whole Growth Partners, LLC

SELLING AND SALES MANAGEMENT
COLLEGE OF HEALTH AND HUMAN SCIENCES

"I've always known it was in my cards to start a business, which is why I participated in the Certificate in Entrepreneurship and Innovation program at Purdue. Plunging head-first into starting a business can be scary, but it's the bravest and most rewarding move I've made. I have nothing but optimism when looking at the road ahead."



Don't Miss Our Monthly Alumni & Student Spotlights

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



Congratulations!

Unfortunately, Spring 2020 Senior Send Off had to be canceled, but we reached out to our 360 Spring 2020 Entrepreneurship Certificate recipients and are mailing an ENTR graduation gift to them! In 2019-2020 we will have graduated one of our largest classes to date - approximately 425 students! Best of luck and please keep in touch!