



PennState
Berks

Flemming CEED

Center Newsletter

Creativity, Entrepreneurship and Economic Development (CEED) Center



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Entrepreneurship & Innovation (ENTI) Minor

This 18-credit interdisciplinary ENTI minor, found in the Intercollege on LionPath is designed to foster creativity, leadership, self-efficacy and teamwork. This minor is open to all Penn State Berks students regardless of their major. Students must take the following three core classes to establish a foundational knowledge of the minor.

MGMT 215 **Entrepreneurial Mindset**

This course provides the opportunity to learn to think like an entrepreneur in the broader context of social entrepreneurship, intrapreneurship, opportunity recognition, and innovation.

MGMT 425 **New Venture Creation**

This is the “capstone” course, and it examines the entrepreneurial mindset while designing, testing, and launching new products..

ENGR 310 **Entrepreneurial Leadership**

Students collaborate on projects while learning about leadership and entrepreneurship.



Coordinator:

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Students may not use a required course from their major in the ENTI minor. Other courses, such as technical electives, out-of-college electives, and general education courses may be able to be used to meet the requirements in the major as well as the ENTI minor.

Visit: <http://www.bk.psu.edu/Academics/Degrees/ENTI.htm>



Global Entrepreneurship Week November 13-17, 2016

November 14

- Thomas Murphy, Director, Penn State Marcellus Center for Outreach and Research (MCOR), "Sustainable Shale Gas Development—Lessons from North America and around the Globe"
- The Flemming CEED Center Open House

November 17

- Travis Getz Vice-President of Operations, Reading Bakery Systems and Rob Wolfe Creator & Founder, Launch DM, "The Benefits of Global Entrepreneurship to Berks County"
- Timothy Hillert CEO, BenXchange, "How to Fight Through Early Startup Struggles" and "How to Successfully Manage Your Early Stage Startup Meetings"
- Wilfred Muskems President & CEO, Stevens & Lee/Griffin International LLC, " Global Diversity in an Open World Market"
- Mark Cerimele Senior International Product manager, The Vanguard Group, "Doing Business in the International Services Industry"

*** Save the dates for the 2017 Global
Entrepreneurship Week from November 12-16!**



Flemming CEED Center Open House

The Flemming CEED Center hosted an open house on November 14, 2016. The event allowed Penn State Berks students to learn about what the Flemming CEED Center is and current/upcoming activities that are being hosted. Students that attended were able to learn more about the Entrepreneurship and Innovation Minor as well as the Entrepreneurship Student Club, while enjoying refreshments provided by the center. Club President Josh Mullan and Vice-President Nick Haring along with Dr. Sadan Kulturel-Konak answered questions and talked with students about of the Flemming CEED Center.



Entrepreneurship Speaker Series

On October 26, 2016 and February 10, 2017, Penn State Berks hosted a guest speaker panel comprised of four successful entrepreneurs. After hearing from Timothy Hillert, John Gatto, Pamela Moore-O'Neill and Kyle Moyer about their different paths and how they ended up as entrepreneurs, students were able to engage in a question-and-answer session, which provided insight in a more individualistic way.

Mr. Timothy Hillert

Penn State Berks/ University Park: Smeal College of Business Graduate, 2009

While studying for his E-MBA, he created a company called BenXchange. During its first year in business, BenXchange received the very prestigious Stevie award Bronze medal for startup of the year.

Mr. John Gatto

Penn State Berks Graduate, 1977

Founding Member of TAR Capital, LLC, has more than 25 years of progressively responsible manufacturing operations experience directing as many as 60 employees in companies with revenues in excess of \$100 million.



Ms. Pamela Moore- O'Neill

West Chester University

Pam got her start in the entertainment industry at the age of 3, performing regularly on Al Alberts Showcase. On September 1, 2000, she founded Moore Music.



Mr. Kyle Moyer

Penn State Berks Graduate, 2014

Kyle is one of the creators of Onuku Industries, a customizable drone company.



Game Programming Workshop

The Flemming Creativity Entrepreneurship and Economic (CEED) Center at Penn State Berks held its third Creative Game Programming Workshop for Reading School District middle school students who are enrolled in the Penn State Educational Partnership Program (PEPP) on December 20, 2016.

This program brought 24 PEPP students to Penn State Berks for the day with the goal of exposing them to computational thinking and sparking an interest in computing careers, particularly among female students. According to Dr. Abdullah Konak, the instructor and co-organizer of the program, states, “We are aiming not only to promote computer science to middle school girls but also to demonstrate that computer programming is a foundational skill for many other careers.”

In the morning session, students explored computational thinking concepts (sequence, loops, events, logic, operators, data); computer science practices (working interactively and incrementally, testing, and debugging); and program design. In the afternoon session, students completed a project by designing a simple game using the Scratch programming language, which is designed by the MIT Media Lab especially for students ages 8 to 16. Scratch has an intuitive interface and allows students to create computer programs and animations by assembling Lego-style blocks together.



Collaborating with PEPP, the Flemming CEED Center has organized this workshop every semester since Fall 2015. “Students show tremendous interest in this workshop, and we are always amazed with how much they can learn and achieve within a day,” states Dr. Sadan Kulturel-Konak. In the future, the Flemming CEED Center is planning to expand the program and make it available to additional school districts.

Flemming CEED

Center Newsletter

On November 2, 2016 and March 1, 2017, the Flemming CEED Center hosted two workshops for younger students based on promoting creativity and an entrepreneurial mindset. Students from Reading Intermediate High School were brought to Penn State Berks to participate in the workshop coordinated by Dr. Sadan Kulturel and Dr. Abdullah Konak.

As an introduction to the workshop, students were shown different aspects of 3D printing and explained the process. 3-D printed items created by Penn State Berks entrepreneurship students were on display during the presentation.

Students from Penn State Berks provided mentorship, as well as present information and facilitate the workshop, teaching concepts such as value creation, generating ideas, and creativity and entrepreneurship in general. Penn State Berks entrepreneurship students assisted in presenting information and working with the students.



After learning the basics of what it means to have an entrepreneurial mindset, teams of students were tasked with creating their own pizza business. With assistance from their workshop mentors, students discussing several vital aspects of creating a business. Marketing, business plans, funding, budgeting, and operations were all covered in their attempt to create a successful pizza business. To conclude the workshop, each team was able to present their ideas to their peers.

After hearing positive feedback by those involved, another Creativity and Entrepreneurship Workshop has been scheduled for the Fall 2017 semester. The Flemming CEED Center plans on continuing these workshops as well as similar-style events for the benefit of younger students and to build an interest in entrepreneurship.

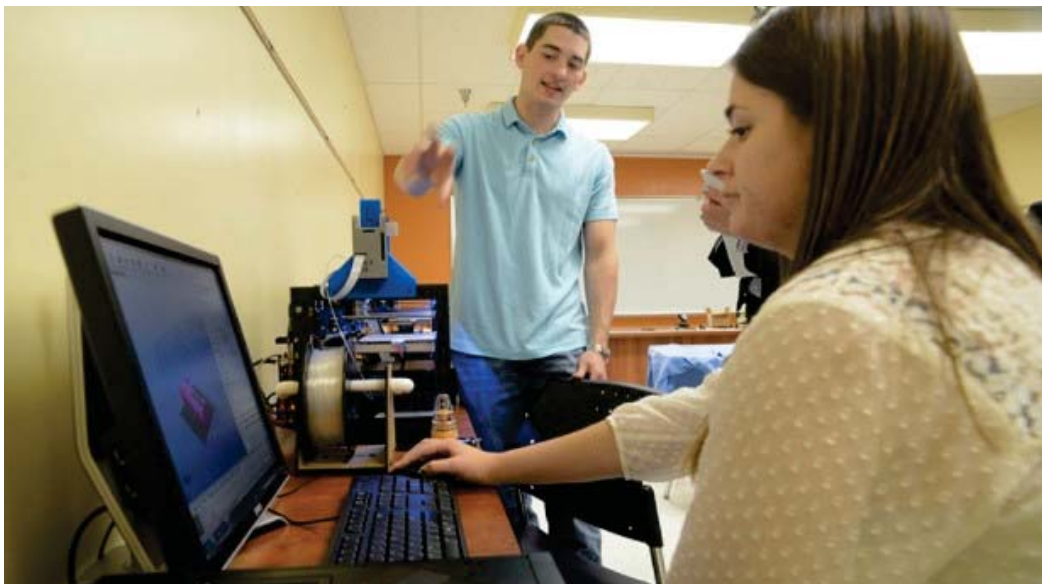


The Langan LaunchBox had its debut on October 25, 2016, allowing the attendees to tour the new center located at Penn State Health St. Joseph's Downtown Reading Campus (on the corner of 6th and Walnut Streets). The Langan LaunchBox will be used to provide opportunities to entrepreneurs, students, and others in the Reading area.

Pamela J. Shupp, President and CEO of the Greater Reading Economic Partnership, praised the Langan LaunchBox initiative, stating that entrepreneurs will create most of the jobs of the future. "We don't want to be the forgotten city," she said. "We want to be the city that is reinventing itself. Thank you for allowing us to build jobs."

The Langan LaunchBox will provide several opportunities for students and entrepreneurs in the City of Reading. First, it will serve as an extension of the college's Fleming Creativity, Entrepreneurship and Economic Development Center, providing a designated meeting space for entrepreneurs from the college and the local community.

Read More about the Langan LaunchBox at <http://berks.psu.edu/story/3762/2016/10/13/penn-state-launchbox-center-preview-be-held-oct-25>





Be Bold, Take Charge is a social entrepreneurship initiative based on improving health in the city of Reading. Since being created in August 2015 by Jim Shankweiler, Lecturer in Business at Penn State Berks, the initiative has grown rapidly from its beginning, having accumulated over 30 student volunteers, as well as other partners and representatives from local community agencies. One partner that has joined forces in this initiative is Penn State Health St. Joseph, which is also the location of the recently developed Langan LaunchBox.

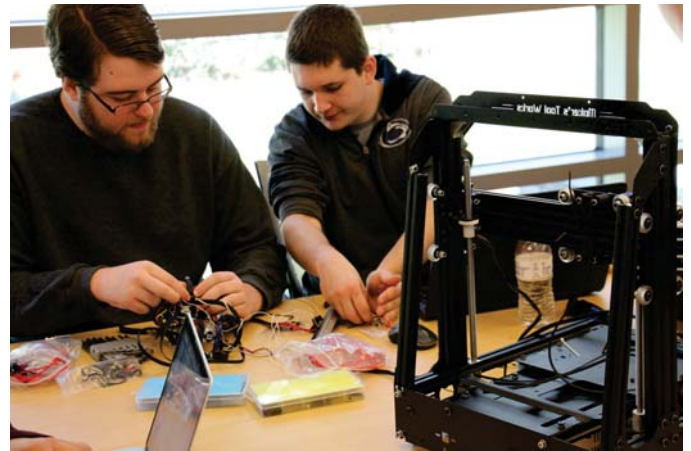
The initiative focuses on finding solutions to critical issues that attribute to the unhealthy habits in the Reading area, such as economic, social, and educational issues. Lisa Weaver, Be Bold, Take Charge member and Penn State Berks' first AmeriCorps VISTA volunteer, states that affordability and accessibility of healthy food options plays a crucial role in the city's health situation. She along with other Be Bold, Take Charge volunteers are excited about the direction the initiative is headed in, as more community agencies are joining the effort.

The Be Bold, Take Charge initiative provides Penn State Berks with a way of collaborating more with the Greater Reading area, and as more volunteers join this ongoing project, this collaboration will continue to grow and positively impact the surrounding community. Jim Shankweiler, Lisa Weaver, and the rest of the Be Bold, Take Charge team look forward to the future of the initiative as well as the improvement of health in the city of Reading.





Attend The 3D Printing Workshops!



Learn the history
of 3D printing!

Learn about the
applications of additive
manufacturing!

See a 3D
printer in action!

Work with
others on
starting a new
business!



Save the Dates for Fall
2017!

The Entrepreneurship Club presents:

3D Printing Workshops

September 13

October 11

November 8

Time: 12:15 - 1:15 pm

Location:
The Flemming CEED Center
Gaige 111

The student Entrepreneurship Club welcomes persons with disabilities to campus events. If you need assistance or have questions about access, please contact The Entrepreneurship Club at sadan@psu.edu.



Students in the Entrepreneurship Club meet to discuss ideas, events going on within the club and future projects. The Entrepreneurship Club is a great opportunity for students in the Entrepreneurship and Innovation (ENTI) Minor who want to own their own business or students who have an idea of an invention that they want to create.

Mission

The mission of the Fleming Creativity, Entrepreneurship and Economic Development (CEED) Center is to inspire an entrepreneurial spirit and innovative thinking in the Penn State University Berks Community. The Fleming CEED Center seeks to foster growth and development in the Greater Reading area through technology based solutions, human capital development and enterprise creation.



The Food Truck team evolved in the Entrepreneurship student club and was a finalist in the 2017 Reading Chamber of Commerce Business Idea Challenge.

Contact Us

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