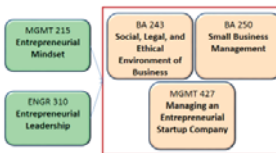


# CEED Newsletter



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## Entrepreneurship & Innovation (ENTI) Minor

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

### MGMT 215 Entrepreneurial Mindset

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

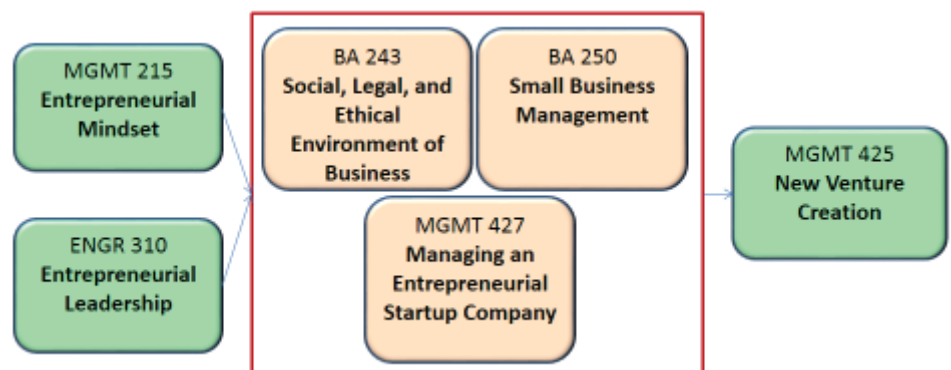
### ENGR 310 Entrepreneurial Leadership

Engineers and students from other majors collaborate on projects while learning about leadership and entrepreneurship.

### MGMT 425 New Venture Creation

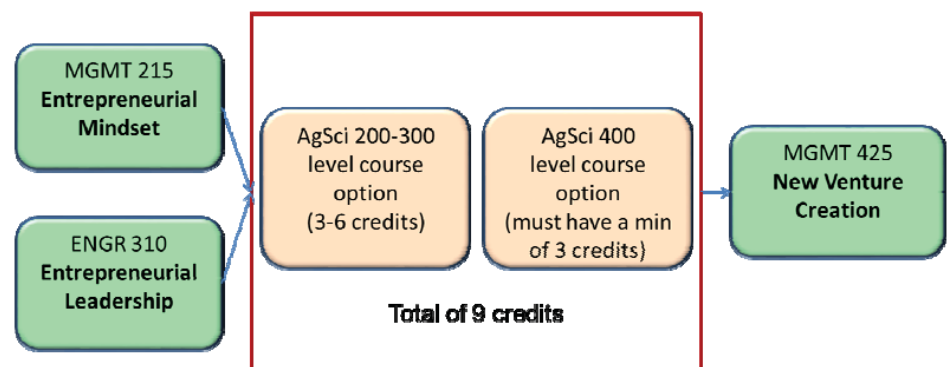
This is the “capstone” course, and it examines the entrepreneurial mindset while designing, testing, and launching new products.

### New Venture Cluster



OR

### Food & Bio-Innovation Cluster



*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 requirements in major as well as the ENTI minor.*

### Coordinator:

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

## Outreach Workshops

Penn State Berks students in Entrepreneurship and Innovation (ENTI) Minor has continued to offer workshops and held

*“Fun to work hands-on and interacting with the college students”*

a workshop for middle school PEPP students on October 29, 2014. The students learned about entrepreneurship, self-assessment, and starting a business

plan. Students visited the Center for Entrepreneurship and Economic Development (CEED) and they learned about 3D



printing.

The workshop first focused on what it means to be an Entrepreneur, and then how to become an innovative thinker was practiced. Finally, students were introduced to the basics of a business plan and how to incorporate their business plan with the needs of their community. These workshops are supported by VentureWell ([venturewell.org](http://venturewell.org)). Dr. Abdullah Konak and Dr. Sadan Kulturel-Konak were faculty advisors and workshop co-coordinators.



## PSU Berks Students - Creative through 3D Printing

Additive manufacturing or 3D printing is the process of creating a three-dimensional solid object from a digital model. Students in the Penn State Berks Entrepreneurship Student Club have begun to study the business opportunities made possible by the additive manufacturing revolution. 3D printers can be an excellent creativity tool to help students see new business opportunities. These printers have spurred the larger “Maker Movement,” the evolution of entrepreneur, and small business owners who are using 3D printers to create and sell self-made products. In the spring semester of 2014, Penn State Berks CEED purchased a kit and assembled their first 3D printer and the club maintains intentions of designing and building additional 3D printers. Already having a 3D printer, the assembly of future printers will be more efficient and cost effective since the existing 3D printer can be used to create parts for future 3D printers. The Penn State Berks Entrepreneurship Student Club has participated in several outreach programs with local middle-school students as well as from another state displaying the printer and printed objects while describing the additive manufacturing process and possibilities for the technology in the future. In the near future, the Penn State Berks Entrepreneurship Student Club will be conducting 3D printing workshops for anyone on campus who has 3D printing interests.



## Entrepreneurship Speaker Series

### **Ms. Saskia Foley** CEO of RADIUS - November 5, 2014

Saskia Foley was previously the Executive Vice President of Sales & Marketing before becoming CEO of RADIUS, a family business which manufactures toothbrushes in Kutztown, PA. Ms. Foley earned her MBA at Babson College (Olin School of Business), which is noted for their Entrepreneurship program.



### **Mr. James D. Kurtz** President of RER Energy Group - November 5, 2014

James D. Kurtz, President of RER Energy Group, a forerunner in the solar electric industry in Southeastern PA. He founded RER Energy Group as Reading Electric Renewables in 2009, by expanding the previous Reading Electric Motor Services into new business markets. In 2011, RER Energy Group, in conjunction with Penn State Berks, was awarded a grant to develop the first Electric Vehicle charging station in Berks County.

### **Mr. Joseph M. Sinclair** President of Solid Dynamics LLC - November 5, 2014

Joseph M. Sinclair is a Penn State senior majoring in Mechanical Engineering, Nuclear Engineering and Engineering Science. He is also the President of Solid Dynamics LLC, a rapid prototyping service that utilizes the latest techniques in additive manufacturing/3-D printing to design and produce quality products. Sinclair opened his business in January and has already hired a staff of undergraduate engineering students to handle the growing workload.

### **Russell Poper** Director of Construction, Habitat for Humanity of Berks - May 2, 2014

Russell Poper, the Director of Construction, Habitat for Humanity of Berks County, presented his project connecting the vocational training program in the collection facilities with rebuilding effort of the City of Reading.

## Student Enterprise Award

The main objective of the award is to allow students to utilize their Penn State Berks education to become entrepreneurs and start businesses which can create jobs in our local community. For more information, see <http://www.bk.psu.edu/Academics/enterprise.htm>

## Presenters hosted

### Darrell Helms

Former Owner & CEO of Fleetwood Industries Inc. - November 13, 2014

Darrell Helms gave a talk to MNGT 215 Entrepreneurial Mindset class. Fleetwood Industries a global provider of exceptional custom retail fixtures and furnishings. Fleetwood Industries was started by Don Helms over 35 ago in Fleetwood PA and developed a reputation for quality and reliability. Darrell joined Fleetwood after college and worked in all areas of the company to the position of CEO. Under the leadership of Darrell, the company has grown in several folds with partnerships in the Americas, Canada, Europe and Asia. In 2014, Fleetwood was bought by a private equity company.



Darrell's talk focused on what takes to be an Entrepreneur. Darrell reiterated the importance hard-work, dedication, networking, and creating and supporting an effective team with lively examples from his personal experience, including his professional and personal relationships with Calvin Klein. Darrell talk was very energetic, inspirational, and informative. We are looking forward to inviting Darrell again in the near future.

## Mission

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

## Contact Us

For additional information, please contact

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## Business Idea Challenge [greaterreadingvoice.com/Programs/business-idea-challenge](http://greaterreadingvoice.com/Programs/business-idea-challenge)

Presented by  
Greater Reading Chamber of Commerce & Industry

# Do you have a better idea? It could be worth \$1,500.

Are you an entrepreneur with the next great business idea? Are you driven, ambitious, and business savvy? Do you have what it takes to see your vision come to life?

The Greater Reading Chamber of Commerce and Industry is looking for budding entrepreneurs from local colleges to battle in a head-to-head competition. From inception to implementation, you are the company CEO. Everything from market research, to product development, to costs and logistics lies in your hands. Your business idea will be evaluated by a panel of real-world businessmen and women who will select the most original ideas for the top prizes of up to \$1,500.

So you think you have what it takes? Then enter this real world shark tank with the:



For complete contest guidelines, key dates, and more, visit [www.greaterreadingchamber.org](http://www.greaterreadingchamber.org).  
Bring on the ideas by March 16, 2015.

