

2005-2006 Entrepreneurial Spirit Awardees

Michelle Mulhern (American International College) A high school dream finally takes its first step to becoming a reality as Michelle Mulhern approaches her senior year at college. Nearly four years ago, both Michelle and her art teacher recognized her ability to potentially make a difference in the greeting card industry. Why should we limit what we can express to others when we are now able to say more with her greeting card brand called **3,000 Words**? These cards got their name from the unique nature combining two images to create a whole new meaning. The quality of her style will capture your eyes and steal your breath away. Michelle has started to schedule meetings with potential clients and is looking forward to organizing her company and producing her magical cards.

Deana Birch (Bay Path College) "From Outside In". With the rise of the Internet, eBay has become an online super power. Not only has eBay's success brought in major income for the company itself, the website has made entrepreneurial dreams come true for many. Deana has always dreamed of opening her own business. With eBay, she has made that dream come true much sooner than she could have ever imagined. Deana currently specializes in selling previously owned Princess House items. Princess House produces several items including hand blown and lead crystal, ceramic pottery and cook wear. Deana focuses on "collector's" items. Since the launch of "From Inside Out" in late 2005, 70% of the products sold the first time they were listed.

Chelsea Rogers (Bay Path College) Personal Keepers.....We keep the 'Home' in "Home Sweet Home". Personal Keepers is a service company that specializes in completing tasks around the home that are essential to keeping a clean and comfortable living environment. The Personal Keepers are trained in many skills, such as cooking, cleaning, CPR, Safe Driving Courses, sewing, and other unique skills that are helpful to any house hold. This company offers the luxury of having a maid or butler, yet with greater flexibility and lower costs. The Personal Keepers are available to work when the client needs them. Although this is a small business at the present time, Chelsea anticipates growing the business with dreams of turning it into a franchise.

Lesley Quayle (Bay Path College) Click 'n' Chic is a business concept that is a virtual mall bringing customers and clothing stores together in an easy and innovative way. The Click 'n' Chic website will be a friend to anyone who has ever struggled with putting together the perfect outfit for any special occasion, particularly a job interview or a presentation for work. The website will allow customers to sit in the comfort of their own home and search through our database of outfits, individual clothing pieces, and accessories. The consumer will be able to look at items from one supplier or mix and match pieces from multiple suppliers. They can then decide to buy an entire outfit or an individual piece, or if they need more time to decide they can put items in their hold area. All purchased items will be saved for the customer's future reference. Lesley has been working on this concept for more than two years and hopes to pursue it as really upon graduation.

Michelle Joyce (Bay Path College) Michelle Joyce is a resident of Coventry, CT, with many years of experience in the business arena. She is a member of Bay Path College's first MBA class. The MBA has a focus in Entrepreneurial Thinking and Innovative Practices. In October, Michelle was among 43 men and women who demonstrated their commitment to entrepreneurship by enrolling in such a specific program. Michelle's business concept is **Exceptional Opportunities**, a consultancy designed to help first-time entrepreneurs through the process of creating the documentation needed to successfully launch their product or service. Although her planning is currently in the concept phase, Michelle hopes to launch Exceptional Opportunities in the future.

Laureen Reardon-Szostkiewicz (Bay Path College) Laureen Reardon-Szostkiewicz is a resident of Holyoke, MA, and a senior majoring in Executive Business Management in the Bay Path College Saturday Program. Laureen's business concept is called **Consumer Connections**, a marketing group that provides the ideas that businesses need to create powerful promotions, integrated campaigns, and strategies to help build powerful brands that communicate to consumers effectively. Laureen will utilize her years of "market activating" experience working on national brand campaigns to make her business a success. An integral part of Consumer Connections will include assisting in the coordination of live events to reinforce various brands, including all of the promotion surrounding these events.

Joelle Smith (Elms College) Lovely Lawns is a service offering basic lawn care and yard maintenance to homeowners at an affordable price. Joelle Smith has spent the last two summers

working as a landscaper for a mid-sized company on Cape Cod. Joelle is focusing her business on the residential homeowners who may not be able to afford the services of the larger companies.

Zigmars Urbans-Ansevics (Elms College) was born in Riga, Latvia, and has been studying at Elms College for the past four years. As an International Business major and a History minor, Ziggy has also been a member of the Men's Basketball Team for three years, has completed a global internship, and has gained significant marketing experience in his role as Assistant in the International Programs Office. **The Wool Collection** offers high quality apparel, hand-made out of 100% natural and ecologically clean wool. Each item has attractive ethnographically accurate patterns and textures, and as with custom-made products, it comes with an elegantly scripted gift card describing the cultural origins of the item.

William McRae (Greenfield Community College) William McRae of Erving MA is the owner and creative genius behind **Concrete Statutes by McRae**. What started as a small side-line venture has grown to the point where he is now hiring students to work for him this summer in his concrete casting business. Bill takes wooden, clay, plastic, and resin figurines, wraps them in latex, and makes a mold. From the mold he creates concrete castings that serve as garden and landscape novelties. While this began as a hobby, he has now created lines of landscape statuary and delivers them in bulk to garden shops in southern New Hampshire, Vermont, Massachusetts, and Rhode Island. This summer he is intending on expanding his presence at flea markets and craft fairs, an experimental venue which proved lucrative this past year. For special orders, Bill has contracted with an artist who specializes in outdoor paints to paint these statues in weatherproof paints. Bill has a dream to open up his own garden shop which will sell ready-to-landscape combinations of plants, statues, and other features.

Keith Bohonowicz (Greenfield Community College) Keith Bohonowicz is a resident of South Deerfield who has a passion for fishing. This past summer, Keith joined his love of fishing and his entrepreneurial skills to launch a new product, the **Wacky Worm Saver**. Through trial and error, Keith discovered a process using heat-shrink tubing to extend the life of "soft baits" such as rubber worms. By February 2006, Keith submitted his Provisional Application for Patent under 37 CFR 1.52c to the Commissioner of Patents, along with the detailed product description. At the same time, Keith has been contacting local Bait & Tackle shops in an effort to secure product placement. He hopes to start developing and designing his own line of tackle, including both soft and hard baits.

John Reynolds (STCC) John Reynolds grew up in Ludlow, MA. Together with his friend and former classmate Peter Gamelli, they formed **Beyond Brackets**. Their product is a unique, patented shelf bracket system that incorporates a strong, polished metal mounting bracket that holds beautifully sculpted, interchangeable decorative ornaments in a multitude of shapes and designs. They currently have set up manufacturing facilities in China and are exploring a variety of channels through which they can market their product.

Kyle R. Leith (Greenfield Community College) Kyle R. Leith of Amherst, MA is the principal of **Kyle Leith Trading**. While working at an athletic club, Mr. Leith met Kirik Jenness, an important member of the Martial Arts community. Mr. Jenness owns the rights to several Martial Arts instructional videos, but had very little internet presence. Seeing an opportunity, Mr. Leith negotiated with Mr. Jenness to allow him to sell these DVDs on the internet, sharing the profits and linking Mr. Jenness' website to Mr. Leiths' eBay listings. Mr. Leith has invested in his own DVD burner and shrink wrap machine and operates a full shipping service. He is looking to purchase the actual rights to DVDs in the future in order to list items for which he would receive 100% of the profit.

Eric (LeShay) Tashlin, Nicole Shannon-Lass & Evan Young (Hampshire College) –Brigantian Designs LLC is a small product development company out of Bellows Falls, VT. Founded by Hampshire College graduates Eric Leshay (now Eric Tashlin), Nicole Shannon-Lass and Evan Young, Brigantian Designs approach to product development and operating a business reflects their Hampshire education. Building on the skills developed through the LATDC program, the designers at Brigantian Designs specialize in designs which relate to adaptive or universal technologies. In keeping with a belief in ethical business and community responsibility, Brigantian Designs offers eighty hours each year of no cost design and fabrication of custom adaptive

equipment for people who might otherwise not be able to afford it. Any of our designers are also always happy to go into local schools and speak to students about design and entrepreneurship.

Chris Morrell (Hampshire College) Chris Morrell is a senior at Hampshire College in Amherst, Massachusetts. He is currently the Director of Information Technology for the National Association of Certified Home Inspectors, a board member on the Master Inspector Certification Board, Webmaster for the Haiti Democracy Project and an independent Web designer and consultant. His latest project is **RealMatcher**, an innovative real estate listing service he hopes to release by the end of May, 2006.

Patrick Bobilin (Hampshire College) Patrick merges his interests in music with design-electronics at Hampshire College. In his first year at Hampshire College he organized and led an extracurricular student interest group, called "Yellow Noise," which meets weekly to create and modify electronic components. As a musician himself, Patrick modifies many of the instruments used in his own performances. His peers often inquired about his techniques and instrumentation, which led to requests for custom made instruments. Patrick has created a thriving custom-made electronic instrument business, **Herscheltronics** ([/www.herscheltronics.com/](http://www.herscheltronics.com/).) This business was created to market his own modified sound devices. The Herscheltronics website includes pictures of his devices, samples of the soundscapes they help musicians create, and information about the artist himself. In addition to his Hescheltronics enterprise, Patrick promotes, produces, and performs his own music and has two albums to his credit thus far.

Danielle Carriveau (Holyoke Community College) Danielle Carriveau is an art student at HCC. She is sole proprietor of **Carriveau Photography**, a fine art and photography company. Danielle has exhibited her work at the Amherst Art Show, as well as a "juried" gallery in New Hampshire. She has sold a number of photographs from her home-studio, and her work is currently on display at the Moan and Dove in Amherst. Danielle's primary goal for the company is to display her work in galleries. She also hopes to expand her services into custom art geared toward interior designers. Ultimately, Danielle hopes to include stock photography in the services offered by **Carriveau Photography**.

Sonya Yelder (Holyoke Community College) Providing one-stop-shopping is certain to bring success in business today, and **Sonya Yelder's Sophie's Choice and Catered-to-Events** does just that! Thanks to Sonya, events planning doesn't have to entail grueling hours of phone calls and checklists. Today's party-planner can leave all the details - photography/video, food, wine/beverages, music to Sonya - one phone call yields a perfect party! Sophie's Choice and Catered-to-Events represent the culmination of Sonya Yelder's rich experience in catering and food service, combining her extraordinary culinary skills with superior event management. Through Catered-to-events, Sonya utilizes on the skills of fellow student entrepreneurs in the fields of baking, photography/videography and music. Sonya is Vice President of HCC's Entrepreneurship Club, and ultimately plans to obtain her masters degree from the University of Massachusetts in marketing. She holds a degree from Le Cordon Bleu Paris, London, and The International Cooking School of Italian Food and Wine, and has worked for several catering companies, hotels and restaurants abroad. She currently works as Chef at the Smith College faculty club. Kudos to Sonya for tapping into the wealth of student-entrepreneurial spirit in the Pioneer Valley!

Pete Leclerc (Holyoke Community College) Pete Leclerc is sole proprietor of **Mr. Pete's Tumblebus**, a full sized school bus that has been converted into a mobile mini-gymnasium. The bus is filled with balance beams, trampolines, parallel bars, a foam pit, and other equipment designed to show young children the importance of physical fitness. Pete Leclerc is finishing his associate's degree at HCC, and intends to expand his mobile gymnasium business thereafter. Pete has been teaching sports and recreation to children between the ages of 2-18 for the last 10 years. He is safety-certified and Kinder-accredited. He has coached multi state Special Olympic competitors/champions, and coached the 1999 Special Olympic World Champion in gymnastics. Pete currently coaches children's gymnastics at Thompson's Gymnastics Center in South Hadley, Massachusetts.

Barbara Paulo (Holyoke Community College) Barbara is a Business student at HCC. Three years ago, Barbara took the entrepreneurial plunge, and became the sole proprietor of a "cutting edge" hair salon for the new millennium, **SheareXtreme**. Located on South Street in Northampton, Massachusetts, Barbara's motto is "consult, create, craft." Barbara is committed to combining listening skills with hair design, ensuring that each client walks away satisfied not stunned! Unlike

many hair stylists today, Barbara takes the consultation component of a client's appointment seriously - devoting special time and attention to analysis of a client's lifestyle, face shape and hair type. In addition, Shear Extreme is a salon that "cares." Barbara offers basic cuts free of charge for clients wishing to donate 10 inches of hair to Locks of Love, a charitable organization that makes wigs for children suffering from illness-related hair loss.

Kate Kotary (Mount Holyoke College) Kate moved to Nantucket, Massachusetts a few years ago, where she found that her job opportunities were limited. Disappointed with her narrow employment options, she decided that she needed to find my own niche on the island. She did some research and was able to recognize a need for bookkeeping services and business consulting. After enrolling in an accounting course that utilized QuickBooks accounting software, she went to work on setting up an office and recruiting new clients. Through hard work and persistent networking, she translated the accounting skills that she was developing into a successful business.

Melissa Krueger (Smith College) **The Elbow Room Cafe** is about to launch a unique coffee roasting company. Working with members of the local Five College community, we have designed a unique business that will allow students and educators to become involved in the global trade phenomenon that is coffee. We will follow the principles of Fair Trade, and all of our coffees we roast will also be organic. Students from the Five Colleges will have the opportunity to work in a real-time socially responsible business in all areas, from roasting to marketing to graphic design, and so on. A percentage of the profits will go back to the coffee farming communities as well as to student activism and projects. Additionally, we are working to create a comprehensive program for students that includes working in our coffee roastery, studying the fair trade movement, participating in study abroad programs in the coffeelands, working and living with coffee producers on fair trade farms. "Groundbreaking" for the first batch of coffee to roast is this week!

Nancy Orth (Smith College) "Our goal at **Summer Swim Lessons** is to increase safety and enjoyment in and around water." Summer Swim Lessons provides swimming lessons and water exercise classes in Franklin County, Massachusetts. We offer small classes or private lessons for children and adults who may need individualized attention or who are not comfortable in a group environment. Class sizes are generally one to four students, depending on the need of the student. Instructors are Nancy Orth and her daughter, Abrah Orth. Both are Water Safety Instructor (WSI) certified. Lessons will be held in July and August. Each session contains either 8 private or 10 group lessons. Each lesson is a half hour. Scheduling of class times and days is flexible. Cost of a session is \$75 per student. For information or to enroll, please call Nancy at 413-773-7169.

Alexandra Allen-Lane (Smith College) **Grit & Wit** (www.gritandwit.com) is a clothing company dedicated to promoting the role of women in leadership positions. Each shirt features original designs and phrases created by Alexandra Allen-Lane. They are humorous, but still strong, informative, and intelligent. The goal is to make feminism present in climates that are typically neither educational nor political. The shirts stimulate conversation about having a woman president of the United States and ending the oppression that is patriarchy. The more widespread symbols of feminism become, the more conventional its ideals will be. And that's the point- a woman leader should seem rational, not radical.

Baaba Andam, Kathryn Brenneman, Eleanor Ory, Rebecca Snelling, Rebecca Woodbury: Team LEAD (Library Entrepreneurial Applied Design) (Smith College) The goal of this project is to create a proof-of-concept robot to shelf-read in a library, identifying misshelved books by utilizing Radio Frequency Identification (RFID) and pattern recognition technology. This device is intended to keep books in order on shelves in the library, minimizing the number of lost materials and the need for time-consuming, manual shelf-reading by librarians. By incorporating systems to process both RFID tagged books as well as traditional spine labels with call numbers, the device will enable libraries to gradually switch to a complete, commercially available RFID inventory system. Building on research of RFID technology, pattern recognition, and library organization, the team will design and develop a functioning prototype capable of moving along a horizontal axis, reading standard spine labels of books, reading RFID tagged books, and synthesizing this information to output a list of mis-shelved books. In addition, the device design should have a low anticipated manufacturing cost to be affordable to medium-sized libraries. Throughout the project, the team will document their work and identify additional features and library implementation so as to facilitate further development.

Mareth Griffith (Smith College) Ghost Light Studio is a small audio production company run by Mareth Griffith, a senior music major at Smith College. As a first-year student, Mareth began recording concerts for the Smith music department, and an interest in this work eventually led to the creation of Ghost Light Studio. Past Ghost Light projects include recording concerts for student and faculty performers, recording audition CDs for music students, and editing music for dance, theater and video productions. Mareth is going to Ballycastle, Northern Ireland, this summer, and hopes to use area summer music festivals as a way to find a client base of musicians in the UK.

Nati Lenchner (Smith College) Kosher T-shirts. Inc. produces t-shirts, sweatshirts, hooded sweatshirts and hats. Our services include graphic design, silk screen printing including process, embroidery, and tie dying. These processes are completed in Israel in sweat-free shops. All of us involved in this venture are Israelis and we see a great opportunity for us to combine our entrepreneurial passion and personal goals with contributing to our country by being part of an effort to bring much-needed capital into the Israeli economy, and to the development area in the Galili, in exchange for sweat-free shops products to consumers here in the US.

Autumn Barr (Smith College) In a world that is increasingly television and web based, it's important to have a professional look and a creative edge to attract attention to your cause, product or service. The work and mission of many non-profit organizations and small businesses often go unnoticed because it is not publicized in an easy to consume, well put together, and appealing package. **Creative Media Design** was founded to provide small businesses, solo professionals and non-profit organizations with creative, professional, yet affordable multimedia solutions including web-site design, photography, graphic design, videography, and video editing (www.creativemediadesign.com).

Abigail Minor (Smith College) LuckySebastian is a collection of handmade journals, one-of-a-kind greeting cards and post cards, tote bags, wallets, and assemblage art in various forms. All of these items are made from found objects, ranging from t-shirts and curious fabrics unearthed at garage sales to old maps, outworn jewelry, and images torn from vintage magazines. I hope to offer products that embody a sense of beauty in the ordinary, as I strive to create interesting pieces from that which others have discarded.

Chelsea Rogers (Bay Path College) Personal Keepers.....We keep the 'Home' in "Home Sweet Home"...is a service company that specializes in completing tasks around the home that are essential to keeping a clean and comfortable living environment. The Personal Keepers are trained in many skills, such as cooking, cleaning, CPR, Safe Driving Courses, sewing, and other unique skills that are helpful to any house hold. This company offers the luxury of having a maid or butler, yet with greater flexibility and lower costs. The Personal Keepers are available to work when the client needs them. Although this is a small business at the present time, Chelsea anticipates growing the business with dreams of turning it into a franchise.

Andrew Jensen (STCC) Andrew Jensen is a tenant at the Scibelli Enterprise Center's Student Business Incubator and a full-time student at STCC. He and his twin brother Eric co-founded **Jx2 Productions**, a professional DJ, Karaoke and sound services company three years ago. Andrew lives in Agawam, MA.

Weldon Gregory (Greenfield Community College) Weldon "Chip" Gregory of Greenfield, MA, has studied communications and was trained as an audio specialist. On a voluntary basis, Mr. Gregory has provided DJ services for Rhode Island elementary schools, teen centers for the Police Athletic League, and other community organizations. Soon he decided to turn an enjoyable pastime into a business. Mr. Gregory moved to the Pioneer Valley and began attending Greenfield Community College in order to develop business skills. In bringing together his skills in audio entertainment with a sound education in business practices, Mr. Gregory began developing a customer base for **Morningstar Entertainment**. He has provided DJ and Karaoke services at numerous office parties, weddings, and other festivities. It is his hope to become the premier musical Entertainment service in the Greenfield area.

Charo Hayward (Westfield State College) Ms. Hayward is owner and founder of **C & D ASSOCIATES**, engaged in International sales of sporting goods equipment in Latin America, the Middle East and Africa. With the Spalding corporation, she gained over 20 years of sales and marketing management experience, offering consumer goods to international markets with particular emphasis in managing the Latin American, Middle East and African regions, and covering

all aspects of sales execution, budgeting and margin profitability. She has extensive experience and understanding in international business trade transactions. She will graduate from Westfield State College this spring.

Stephanie Lepsch (Westfield State College) Ms. Lepsch is an experienced manager and keen entrepreneur who will graduate from Westfield State College in 2006. She has experience with Omniglow Manufacturing, a manufacturer of chemo-luminescent products; with Sweet Cred, a candy maker; and now has initiated a new business called **Clutter Free Connection**, which offers commercial and residential organizing services, furniture, and supplies. Clutter Free has begun as a home-based business serving personal contacts, but has detailed plans, and potential for rapid growth to exceed \$1 million in a period of months.

Jill Bramucci (Westfield State College) Ms. Bramucci is co-owner of **Sunstruck Tanning**, which is being expanded to Sun Struck Salon and Day Spa, Inc. Ms. Bramucci, and her partner, Lisa C. Murphy, purchased Sunstruck Tanning Salon, LLC. in August of 2005. They incorporated, and in six months have doubled revenues. She will graduate from Westfield State College in May 2006, and proceed to MBA graduate studies in the fall.

Heidi A. Brunell (WNEC) Heidi A. Brunell has a bachelor's degree in Accounting from Nichols College and recently received her Masters degree from Western New England College. She has always enjoyed making and creating unique craft items since she was very young and began selling her products in 2002. Heidi's initial **Blissful Stitches** product line included snowmen, friendship bracelets and baby blankets. She's expanded her line to include machine and hand stitched frogs, counted cross stitch pictures, crystal sun catchers, beaded snowflakes, ribbon necklaces and wooden heart tables. Heidi's products are currently being sold at boutiques, such as Cape Cod Crafter's in Manchester and Female Spirits in Easthampton. Heidi's next steps include launching a web site to further grow her business.

Nicholas Beauregard (WNEC) Nicholas is a graduating senior at WNEC majoring in Computer Information Systems. He developed the idea for a universal purchasing card two years ago. **The Universal Card** promises to revolutionize purchasing at the retail level by combining the functionality of a debit card and multiple retail store savings/loyalty cards into a single card ... thereby eliminating the need for the shopper to carry and keep track of multiple cards. Nick envisions his company enrolling of participating retail grocery and drug merchants, signing up shoppers, and manufacturing the card. This card will provide shoppers the ultimate in shopping convenience and for merchants, time and dollar savings from shorter checkout times and outsourcing the operation of their present savings card systems.

Hendalee Wilson (WNEC) Hendalee graduated from WNEC in October 2005 earning an MBA degree. That same year he founded **Rexferral Creations** and is its sole owner. Hendalee developed the software and hardware for "Cell Assist," which is a device that extracts diagnostic information from an automobile's electronic control unit and displays it on the operator's cell phone. This information can be forwarded to mechanics, auto dealers, toll trucks, and repair shops in event of an auto emergency in a remote area. This device makes it possible for meaningful communications between the vehicle owner and the repair provider. Hendalee has a provisional utility patent on file for "Cell Assist".

Peter Houser and Robert Bukowski (WNEC) Peter and Robert are sophomores at WNEC. Peter is majoring in General Business while Robert is majoring in Management. The name of their company is **Dorm Pak**. Their company identifies marketers interested in marketing their products to college students. Peter and Robert determine the appropriate product size and develop prototype package designs consistent with the consumption/usage needs and storage needs of college students. They then sell the marketing use rights to their Dorm Pak trademark to the product marketer. Their initial effort is a variety package of Ben and Jerry's ice cream. It is a package containing six different flavors, which fits into the refrigerator-freezer unit of the small refrigerator used by college students. The package of course is called "Dorm Pak". They intend to make a proposal to Ben and Jerry's soon after they complete the trademark application.

Crispin Tresp (UMASS) Crispin Tresp is a recent graduate of the University of Massachusetts, Amherst. Since his graduation, he has moved back to Berkshire County, co-founded **WiSpring, Inc.**, and is devoted to the economic, educational and social benefits created through Big Broadband and the WiSpring network. WiSpring is a wireless Internet services provider and will

offer broadband Internet connectivity to our unserve and underserved communities beyond the reach of existing cable and telecommunications infrastructure. Some call this the last-mile; we call it "The First Mile."² The Company is privately held and is headquartered in Great Barrington, MA.

Raymond Frenkel (UMASS) holds an MS degree in Civil Engineering from the University of Massachusetts and has worked in the area of computer systems integration, instrumentation and measurement. He is currently a graduate student in the Department of Mechanical and Industrial Engineering (MIE) under the direction of Dr. Gao. **Heather M. A. Mannheim (UMASS)** is an MBA Candidate in the Isenberg School of Management, with a Bachelor of Science in Interdisciplinary Engineering & Management from Clarkson University and has worked as a project engineer and a sales engineer for major U.S. companies. **Smart Cane** is an organization of graduate students with the safety of the vision impaired at heart. We are currently in a Research and Development phase refining the original design to further ensure reliability. This project has been funded by NSF, but requires additional funding to further the development and commercialization efforts.

Alaina B. Hanlon (UMASS EntreClub) Alaina Hanlon is originally from North Yarmouth, Maine and graduated with honors from Maine Maritime Academy with a bachelor's degree in Marine Systems Engineering in 2003. Currently she is a Ph.D. candidate at the University of Massachusetts in the Mechanical Engineering program and should graduate with her Doctorate next spring. Alaina is an active cyclist and enjoys softball. Her career goals include owning her own engineering firm. **Rich C. Bradshaw (UMASS EntreClub)** Rich Bradshaw is originally from Arrowsic, Maine but now lives in Hadley Massachusetts while he is pursuing his doctorate in Mechanical Engineering at the University of Massachusetts. Rich received his bachelor's degree in mechanical engineering from WPI in the spring of 2000 and will be receiving his doctorate this May. He is an avid outdoors person, pursuing such activities as climbing, cycling and diving. He hopes to own his own engineering firm one day. **Condition Engineering** specializes in failure warning and condition monitoring systems for civil and geotechnical structures. Condition Engineering is a concept company with a prototype for novel ground monitoring technology.

Kerry & Ken Pierce (UMASS) have experience in establishing and operating a software/internet consulting company which continues to provide services to telecommunications corporations with over a billion in revenue. **Textics** seeks to publish and deliver online multimedia e-textbooks to the collegiate marketplace. As an internet company that couples technology with a modern business model, Textics is able to easily enter and disrupt the traditional Textbook industry as a low-cost entrant

2004-2005 Entrepreneurial Spirit Awardees

Nancy Kotowitz (STCC) – *Step-Parenting.com* is a primarily internet business that is dedicated to providing stepfamilies with accessible, affordable, confidential support. *Step-Parenting.com* addresses the needs of couples whose marriage, financial security, and future depends on getting along, not only with their spouse, but also with their spouse's children. This unique online source offers an array of educational tools, a bulletin board, chatrooms, books, workbooks, and merchandise that can help stepfamilies cope, laugh, and learn to create a nurturing environment for our children, the future. In addition this site offers a course that has been certified by the Massachusetts Association for Marriage and Family Therapy, Inc. for 15 hours of professional continuation education so that marriage and family therapists can better service stepfamilies of the world. (Display location: 1a)

Neal Van Patten (UMass – Entreclub) - *Collegiate Mattress Pros* is a franchise selling overstock mattresses and relying on low overheads to offer a quality low priced product. College students will own and operate the business allowing them to earn a substantial income while developing their businesses skills and gaining responsibility. Neal Van Patten and Seamus Gahan, two current MBA students, have started the first franchise, *Minutemen Mattress* (www.minutemenmattress.com), to develop the business model so it can be replicated in other locations by college students. (Display location: 1b)

Alicyn Roy (Mount Holyoke College) - Alicyn has been creating and selling clothing items for close to a decade. She specializes in hand made vintage apparel and creating accessories from unlikely media. This includes things such as skirts made out of zippers, corsets made from neck ties, and hair clips made from old soda caps. Her latest and most popular items have been a series of belts. These range from belts made from laminated and leather bound playing cards, to fabric

belts made from bold patterned trim from the 80's or multicolored ribbon. Inspired by her love of vintage items and her dislike for carrying a purse Alicyn has also created a series of belt buckles that are sold in boutiques to high end clientele at horse shows. The belt buckles are made from 20's style cigarette, ID, and pill cases, which have had a metal loop welded to the back of them for attaching a leather belt. The buckles are the perfect size for money and cards as well as being fashionable and unique. (Display location: 2a)

Elisee Joseph (Elms College) – Elisee started EJ's Cleaning Service over a year ago. He hires employees to clean while he coordinates schedules, supervises the workers, rents specialty equipment, solicits clients, and supervises billing. By specializing in commercial accounts including office, lunchroom, lavatory, and waiting room area cleaning, and by customizing cleaning schedules, EJ's Cleaning has been able to obtain several large area clients with minimal office overhead. Because his company provides high quality, professional, and affordable cleaning services tailored to meet the needs of each client, he has been able to undercut the competition and increase his stable, repeat customers by employing limited staff and using primarily rented large equipment. Elisee plans to grow the business and increase profits by purchasing basic large equipment and diminish his need for rental equipment. This will also enable him to pursue bigger clients, many of whom are on a waiting list for cleaning services. (Display location: 2b)

Lauren van Haften-Schick, Chris Madak, Cory Sahifi (Hampshire College) - The Gallery TK located at 114 Main Street in Northampton is a recently established art gallery featuring works by area student and resident artists. Opened in May, the gallery was established by three enterprising Hampshire College art students. The gallery provides Five College students with a high profile and easily accessible venue for showing (and selling) their work to a wider audience than is generally found on the individual campuses. Another important goal for the gallery is to act as a bridge between the community of student artists in the Valley and the practicing artists and patrons that reside in it. Gallery TK shows run for about two weeks and so far have featured a broad range of media, from sculpture to photography to multi media to installation art. (Display location: 3a)

Brian McLaughlin (Westfield State College) - Brian McLaughlin is a Business Management major at Westfield State. Brian, together with a team of other students, has designed a very promising paintball venture. He has six years experience with paintball, including three years in tournament level competition. Paintball equipment sales in the US is a 390 million dollar industry serving ten million participants. There are only a few paintball facilities in the area and none operates year-round. New England Paintball Experience, NEPA, will consist of a playing field, professional staff, retail store, repair shop, and internet sales. The business will operate year-round, featuring winter competitions. A website is already up, designed to list products and prices and receive orders. The comprehensive business plan is on the website. A potential 60-acre site has been identified in Westfield, and development plans are already drawn. (Display location: 3b)

Linda Devine (Holyoke Community College) - Li art wear products are hand-made by entrepreneur Linda Devine, a local artist who uses digitally-created images of her own paintings, and then sews those images onto hand-crafted bags of various sizes and shapes. Li's customers are women who are confident, educated, and seeking a way to show their individuality. They are interested in art and want to celebrate their beauty and style. Li art wear provides the customer with a handmade article of wearable art that only they will own. The customer knows that each piece is unique, and truly one-of-a-kind -- no duplicates will be made. Li art wear's customer invests in a piece of art that is not only attractive, but also highly functional. The company's target market includes middle to upper-class women, ages 20 or older, who are interested in art, fashion and personal expression. Target customers seek to express their individuality, and desire to own something truly unique. The company's target market also includes men seeking to purchase a thoughtful and unique gift for a woman in their life. Don't miss Li art wear's eye-catching display at the Log Cabin Awards Banquet! (Display location: 4a)

Elizabeth Whiston (Smith College) - Elizabeth took the spring semester of her junior year (2004) off to volunteer as a secondary school teacher in a village outside of Kampala, the capital city of Uganda. While there, she founded, Education for Development (EdforDev), a 501 (c) (3) tax exempt non-profit organization dedicated to the development of human potential through education. Through the support of schools, students, and cultural exchange and service programs in both the US and abroad, EdforDev strives to assist in the development of a global community. EdforDev is currently raising \$40,000 to build a secondary school in Eastern Uganda. In summer 2005 Elizabeth will return to Uganda to oversee and help in the construction of this school building.

(Display location: 4b)

Leah Serinsky (Mt. Holyoke College) - Leah Serinsky is demonstrating remarkable entrepreneurial ingenuity in a slightly unique way. Leah believes that there is a real market for a book aimed at professional women who travel to Europe and who want to find safe and interesting places in which to run while they are there. While there are obviously a slew of guidebooks to cities in Europe, there are none that give details on where people can go for a morning or evening run and know that they will be safe. (Display location: 5a)

Anatoly Kishinevski (Greenfield Community College) - Anatoly Kishinevski of Northampton, MA is the founder, owner, and artistic genius behind Anatoly Glass. Mr. Kishinevski began working with glass his senior year of high school, after taking a bead making class with world-renowned artist and scientific glassblower, Sally Prasch. He was immediately drawn to the craft, and showed considerable skill. Two years and many classes later, Anatoly is now an artist of regional significance. Anatoly Glass offers unique flame worked glass products and services to a wide range of consumers. Using a high temperature flame and hand tools, each product is uniquely hand crafted. His products are offered in two categories, scientific glass and art glass. Anatoly Glass jewelry has been sold in several quality galleries on the East Coast, including Kolodny-Gallagher Design, Snow Farm, and The Hempest. Much of it is wholesaled to retail shops, and sold at craft shows. (Display location: 5b)

Selesteen Jimenez (STCC) - Selesteen Jimenez is the owner of Chocolate Interiors, a tasty company dedicated to providing a variety of chocolate creations. Selesteen's chocolates can be created for special occasions such as baby showers, children's birthday parties, weddings, and the list is endless. Using the best of ingredients, Selesteen also offers handmade creations that range from chocolate sleighs filled with handmade chocolate gift boxes, to chocolate coffee spoons. Different flavors of chocolate and fillings add a dimension to her business that makes her the answer for gifts and for decorations. Selesteen is currently offering her candies through mail order and word of mouth but she intends to develop a strong presence in the Springfield area. (Display location: 6a)

Todd Richer (Westfield State College) - Todd Richer will graduate with a business major from Westfield State in May, 2005. He is president and sole shareholder of Auditors Incorporated, a financial inventory counting service based in Southbridge, Mass. There are presently two employees, Todd and his wife Shirley. They serve small firms that do not have the resources to invest in top of the line inventory hardware and software. Together they have nearly 30 years experience. Todd's vision is to grow by hiring a full time auditor, and ultimately through licensing regional branches. His 38 page business plan is complete, and very promising, with conservative assumptions that need to be revised upward substantially. The plan includes 600 names and addresses of potential clients, considering only pharmacies in Massachusetts and Connecticut. (Display location: 6b)

France Heady (Elms College) - Heady Headquarters for Language and Literacy (HHLL) is a startup company that addresses the needs of people of all ages who struggle with crucial, foundational literacy skills -- reading, writing, and spelling. By being taught with The Writing and Spelling Road to Reading and Thinking (WSRRT), the most comprehensive brain-based program available, clients become successful learners and are able to successfully go forward with their educational and life goals. Currently only offering tutoring and summer camp programs, HHLL will later offer developmental programs for Kindergarteners as well as teacher training. Once enough experienced teachers are trained and the programs are well established, the business could be franchised to operate centers in other geographic areas. (Display location: 7a)

Jeff Bousquet (Springfield College) - Jeff Bousquet has operated his business, "College Boys Lawn Care" for two years. He has used the proceeds of the business to finance his college expenses. The company currently serves 25 retail clients but Jeff plans to expand the business by obtaining commercial accounts and expects 30% of his revenue to emanate from these type of accounts by next year. He is in the process of purchasing additional yard-care equipment and machinery to enable this expansion. In addition, Jeff will add an E-commerce website to build reputation and accessibility for clients. (Display location: 7b)

Danielle Johnson (Mount Holyoke College) - Dani and a friend have recently started a craft business. They meet twice a week to make their products (primarily silver jewelry, cards, scarves,

and other small items). They sell these products at craft fairs and other similar venues. (Display location: 8a)

Aaron Wieler (Hampshire College) - Over the last year, Aaron has developed a bike cart design that is low-cost, low-tech, and easy to build. The bike carts are devices that can be attached to any bicycle near its rear axle and can be used to transport items by bicycle, which would otherwise require the use of a car. They are ideal for moving groceries, children, furniture, etc. The carts can also be detached from bicycles and be pushed like a handcart. One of Aaron's goals is to create community bike cart programs that would help reduce dependency on automobiles and spread the use of his bike cart design. The community bike cart programs would consist of a place where people could, for a small fee, construct their own carts using common tools and materials and receive instruction on how to build the carts. Additionally, the bike cart programs would rent carts. The instructional and materials fees for building the carts as well as the rental fees would sustain the community bike cart programs. Currently Aaron is in the process of testing the program at Hampshire College and talking to local businesses (bikes shops, hardware stores, etc.) about participating. If Aaron's pilot program were successful, then he would like to introduce the bike cart program to other communities in Western Massachusetts. (Display location: 8b)

Rachel Dines (Smith College) – Rachel founded ShimmerBeads in August of 2003, a company which is focused on the creation of hand-made, funky jewelry. Her jewelry is a unique combination of polymer clays, glass beads and semi-precious stones. She soon built a website where customers could order her products online and learn more about the company. Rachel began to market her products on the internet and around the Pioneer Valley and Boston areas. She is looking to have her work sold in local boutiques and her dream is to one day open her own store that would feature her jewelry and the crafts of local artists. (Display location: 9a)

Ashley Holt (Bay Path College) - Originally from Albany, New York, Ashley Holt is a freshman at Bay Path College. Although Ashley is an Occupational Therapy major, she is also a member of the BPC business organization, Phi Beta Lambda, as well as an entrepreneur. Last summer Ashley started a small jewelry business, Exclusively Yours, with a product line called Expressions. All Ashley's jewelry is hand-made and very unique. Ashley has had success selling her jewelry at craft show venues as well as to fellow students, and is now growing her business to reach a wider target audience. Ashley is targeting gift shops, salons, and spas as vendors for her line, as well as selling directly to consumers via a web site, which is under development. (Display location: 9b)

Joseph Willis (STCC) - Quick Fix Gourmet is a company that is focused on the creation and production of gourmet treats. Currently, Joe's production focuses on his candy bar, called Quick Fix, which is a combination of chocolate chip cookie dough and fudge brownie surrounded by fudge. Joe began his business as a result of an entrepreneurship class at his high school, Chicopee Comprehensive High School. The response to his bars was so overwhelming that Joe put aside his intention to go to culinary school and began his business with his own products. Joe continues to work on perfecting his product and has developed two different sizes as well as experimented with a peanut butter fudge or vanilla fudge coating. Joe expects to be developing other products in the coming months. (Display location: 10a)

Dolores "Laurie" Steele (Smith College) - Laurie Steele conceived the idea for Steele The Show Public Relations while she was working as a Media Consultant for Girl Scouts of the USA in Manhattan. While she knew that she had the job skills and abilities to start her own PR business, she postponed doing so to finish her college education as an Ada Comstock Scholar at Smith College, where she is currently a senior. During her time at Smith, though, Laurie has done the groundwork to establish Steele The Show. She has registered the name Steele the Show Public Relations with the State of Florida, and has done volunteer PR work for the Palm Beach, FL American Red Cross, developing a comprehensive marketing plan to promote CPR classes in the community, which included a "World's Largest CPR Class" and a special Pet CPR event called "Wagapalooza." She has also provided public relations assistance to friends who are also entrepreneurs, helping them to launch their businesses. She is an accomplished website designer who has won the APEX Award of Excellence in website design, and the Association for Women in Communications Outstanding Website Design award. Laurie is an active member of the Association for Women in Communications. With the support of the Grinspoon Foundation Entrepreneurship Initiatives, Laurie looks forward to dedicating herself full-time to Steele The Show Public Relations. (Display location: 10b)

Frances Bell (Smith College) – Frances has spent this last semester programming a database in order to start an online bookstore that is exclusively for Smith College students. The site provides a place for students to buy and sell books between each other. By offering this site, students can sell their books within a shorter amount of time and for a better price. It also allows students to purchase their books for less than the bookstore would provide. (Display location: 11a)

Eli Higbee-Glace (Greenfield Community College) - Eli Higbee-Glace attended the Culinary Institute of America and worked in such notable venues as L'Orangerie of Hollywood CA and Restaurant Danielle in Manhattan. Since returning to school full-time at Greenfield Community College, Eli has been pursuing a coffee-roasting business that will specialize in fair-trade and organic coffee from all over the globe. His overall plan includes renovating a building on existing family property into a coffee roasting facility and opening of a retail coffee store and café. Eli has put his knowledge of the food service industry to actual use by organizing "Café Academia," the first student-run business on the GCC campus. After one full semester of planning, Eli pulled together a team of students to open, operate, and close a Coffee Bar with hours of 7:30 am to 12:30 pm daily, five days a week. Sales have passed the \$1,500 mark; the Café's success has led to campus wide discussions concerning the provision of Internet access to the Café, and its expansion. (Display location: 11b)

Jessica Hill (Holyoke Community College) - Milady's Jewels specializes in handcrafted jewelry for all occasions, and Jessica Hill is Milady's Jewels. Jessica is a Liberal Arts Transfer Student who has enrolled in Holyoke Community College's Entrepreneurship course so that she may maximize her opportunities for success with her handcrafted jewelry business. Milady's Jewels offers original designs which feature genuine Swarovski crystal, White Lotus freshwater pearls, semi-precious gemstones, Bali sterling silver and gold. Jewelry repair, custom design and gift services are also available. Gift services offered include personalized birthstone and mother's jewelry, gift wrapping with shipping directly to the recipient. Related products and services will include a foray into wedding accessories, or a possible arrangement with a florist to offer holiday gift baskets with jewelry, flowers and candy. An additional service that will likely be offered in the future is in-home jewelry parties designed using the Tupperware model. (Display location: 12a)

Cheryl Choquett (Elms College) - Cheryl developed her idea for Berchmans Bistro, a coffee and snack cart supplying students with healthy fare, the old-fashioned way. She surveyed both commuting and resident students to determine what they would most like to have available to them on campus before and after their classes. Consistently, students chose alternative food delivery, food selections, and healthy beverages like smoothies and juices. And, they wanted these new selections for sale at a central location, easily accessible from classrooms. Cheryl consulted with the current food management company on campus and they agreed to supply fresh and healthy food selections to Choquette at a discounted rate. She has identified a location, developed a supply list, constructed a short and long-term outlook report, and devised an exit strategy that will encourage entrepreneurial skills in her fellow students and give younger students an opportunity to manage and even buy her business as she transitions from campus life to graduate school. She has also refined the menu to include freshly brewed coffee, fresh fruit, smoothies, juices, and soup during the winter months. (Display location: 12b)

Dwaine Clarke (American International College) - Dwaine Clarke is in the process of establishing the Clarke & Strong Informatics Corporation, a company that utilizes computer application in providing statistical analysis and information with the use of integrated computing and wireless formats. The company will market through direct response catalogs, placing ads on the Internet, newspapers, magazines, radio and also through trade show appearances and local promotions. The target market will be health care, education, small/medium businesses and mobile professionals. Dwaine will graduate in May 2005, after which he plans to devote full time to the venture. (Display location: 13a)

Jennifer Andrews (Bay Path College) – Jennifer Andrews is a senior, majoring in Liberal Studies, in the Saturday Program at Bay Path College. Jennifer's business, INFINITEA, was launched very recently with a Teas to Ponder product line. The line offers specialty theme teas intended to be given as gifts. For example, INFINITEA offers "marriage teas", "new baby teas", and "break up teas", just to name a few. The Teas to Ponder product line will be sold in gift shops and specialty stores as well as on-line. Jennifer's Teas to Ponder line will also be sold as favors for parties, showers and other special occasions. (Display location: 13b)

Team Reach: Jessica McCartney, Jie Zheng, Monica Marinescu, Xiaoning Xu (Smith College)

– Team Reach is developing Go! PAL (Path-finding Assistive Laptop), a GPS/GIS (Global Positioning System/Geographic Information System), voice-activated, portable navigation device to help visually impaired students navigate independently on campus at Smith College. We are building Go! PAL by upgrading a laptop with the necessary software and hardware components to meet product objectives and ensuring compatibility among all the different parts. Essential elements comprise a WAAS-enabled (Wide Area Augmentation System) GPS receiver unit, the Smith campus geodatabase, a headset, GIS software and voice interface software. (Display location: 14a)

Jesse Liska (Western New England College) – In 2003 Jesse founded Campus Hookup, an online directory for college students attending WNEC, Springfield College, AIC, and Bay Path. The directory lists the menus of local restaurants and entertainment schedules for clubs and sports organizations. There is a Map Quest link to provide directions to the participating businesses. He plans to add a Campus Hookup debit card this summer. The debit card would be pre-funded by parents of students or the students themselves and will be used at restaurants, convenience stores and other retailers in the Springfield area. www.campus hookup.net (Display location: 14b)

Andrew LaPre (HCC) - Andrew LaPre and his partner, Jonathan Dezielle, founded Western Mass Motorsports (WMS) based upon their shared passion for the automotive industry and long-time friendship upon their return from service in Iraq for the U.S. Army. Currently, the main service that is provided is powdercoating targeted at the show car and motorcycle market. Eventually, Western Mass Motorsports will be an entire motorsports company. Andy LaPre is studying mechanical engineering at Holyoke Community College with the intention of continuing his education at UMass Amherst upon graduation from HCC. The initial target markets for Western Mass Motorsports include: motorcycle owners (show bikes, off road, custom choppers); show-car owners (domestic, import, classic/antique) and truck owners (show or off-road). Why will they choose WMS? "If we wouldn't put it on our car, it's not going in yours. We'll strip it and coat it again. We WILL beat anyone's price, and you WILL be happy." They also offer the convenience of free pickup and delivery within 20 miles, as well as the security of a three-year warranty. Don't miss the show car outside the Log Cabin for an example of powdercoating and the expertise of Western Mass Motorsports! (Display location: 15a)

Laura Koziol (Westfield State College) - Laura Koziol will graduate from Westfield State as an Art major with a Business Minor in May, 2005. After a career of working for others in the industry, Ms. Koziol knew there was a need for an independent designer to provide specific services. She now operates as an independent consultant: "currently the only known design service representative dealing with design issues independent of engravers and printers. My target market is the small designer, not fully educated in the textile industry." Ms. Koziol adapts independent artists' designs for production as fabrics or wall coverings. Most of her clients are in New York City, Boston, and the Berkshires. Ms. Koziol has completed a substantial business plan to expand her business as "Laura Koziol's Design Solutions." In three to five years, more comprehensive design services will be offered, as well as color separation on disc, engraver ready. (Display location: 15b)

Justin Smith (University of Massachusetts) - Justin Smith has been an entrepreneur since he started selling baseball cards in elementary school. His latest venture is to produce and sell a product he invented called Kollapsible Kiosks. The kiosks are made of furniture-grade PVC piping and can be used for display booths at both indoor and outdoor events. Justin has done a patent search on his idea and plans to file a patent application soon. He has written a detailed business plan and is targeting banquet facilities, flea markets, and schools as his first customers. The display units are lightweight, easily transportable, and economical. (Display location: 16a)

Tara B. Marshall Vincente (Springfield College) - Tara Vincente will start up "Mi-na" a specially women's' retailer offering a unique collection of high quality name brand merchandise with superior levels of customer service. Over the past year, Ms. Vincente has tested designer merchandise and has worked as both sales associate and buyer for a local woman's shop. Mi-na will have an Internet e-commerce presence and she expects to sell 10 to 20 percent of her merchandise through that marketing channel. (Display location: 16b)

Brenda Ramirez (Smith College) – Brenda is a gifted artist whose vision is to use art to aid learning and make reading fun. She has successfully organized art programs for underprivileged youth, and understands the importance of creativity in a child's learning. Currently she is working on her Hands-on Reading project where she will engage in making custom made pop-up books for

young kids attracting both parents and kids in the process of learning and reading. (Display location: n/a)
(Excerpts from award nominations made by faculty advisors)

Josh Kerson (Hampshire College) – Josh’s efforts over the last two and a half years have been centered on the development of a human-electric hybrid vehicle intended for the retirement, recreation, and commuter markets. The vehicle is a fully suspended, three wheeled recumbent that incorporates a small electric motor that provides proportional assistance equal to the pedaling effort. A unique feature is that a hand cranking system can easily replace the pedals and cranks. This along with the proportional power input from the electric motor makes Josh’s vehicle accessible to people with lower limb and/or fatigue type disabilities.

Monette Martin (The Elms College) – Monette “Monie” Martin is a gifted entertainer. Having entertained in venues in the Springfield area, Monie now wants to begin her own company, ‘The Party Machine,’ an entertainment company specializing in karaoke, disc jockey, and party planning services. The Party Machine is intended to be an innovative alternative to a more typical paid entertainment experience. Through the use of state-of-the-art equipment and talented performers, Monie’s company will provide the ultimate party experience by offering several choices in party services.

Alex Cohen (UMass Amherst) – Alex is in the process of patenting an exciting new software package that is superior to, and can replace, current file servers. ArtemisX not only replaces existing hardware with software, it is faster, more fault tolerant, and more secure than any existing file servers. Because ArtemisX spreads out the data load, specific information can be retrieved faster. Alex has presented his product to two industry experts who believe the approach is novel and has strong market potential.

Blondell McNair (STCC) – Blondell’s Fashion Design is a sole proprietorship operating within the STCC Entrepreneurial Institute’s Student Business Incubator. Her sales come from a combination of custom designed dresses, suits, handbags and a variety of other clothing items. She also does custom tailoring and fashion shows with a dream of building her business into a complete women’s salon that will focus on the total needs of today’s busy businesswomen.

Glen Carlson & Wes Downey (STCC) – With more than 16 million skateboarders in the U.S. and more than 6 million skateboard wheels produced every year, Glen and Wes have worked hard to create a niche in this market. They started by forming ‘Defiant Wheels’ and then worked hard to design and patent a skateboard wheel that is lighter, performs better, and lasts longer than other wheels due to its unique design. In addition, Defiant Wheels provides custom designed skateboards, tee shirts, sweatshirts and wheel stickers and were successful in assembling a team of high-profile skateboarders to endorse their product.

John Fijalkowski (Westfield State College) – John has been working towards starting his own company that will provide quality, prefinished siding products, incorporating Western Red Cedar shingles, and offering them in a variety of colors and styles to the new home market in the Northeast. Currently the only primed Cedar Shingle products readily available in this region are very poorly primed. Because of this, most shingles are applied unfinished and then primed and painted on-site. Prefinished shingles would be lower priced than site applied coatings due to the savings in labor and would represent a more uniform, longer-lasting finish than one applied in the field.

Brett Voitunski (UMass) – Brett recently launched a web design consulting firm as well as a website that showcases new talent in the music business. He has over 20,000 bands/artists represented on the music community site with over 110,000 unique visitors a day. With very little overhead to eat into the profits, the business has already started realizing a good revenue base. According to Brett, he receives three to four partnership offers on a daily basis as well as close to one hundred emails each day.

Anne Jurkowski (Smith College) – Anne has a vision of creating a business she would call ‘House Portraits’ that will, in essence, create and market watercolor paintings of Smith College residential houses to Smith alumnae, parents, and other interested parties. She plans to commission original paintings, reproduce them, frame the prints, and market them as an attractive, uniquely Smith memento. The market for these portraits is a niche market, but given the affection

that Smith students and alumnae feel for their houses, it is a niche market with great potential.

Jessica Gibbs (Bay Path College) – Having developed her skills in videography, film, editing, producing, and digital photography, Jessica is in the process of founding, “Inclusive Videographer (IV).” She plans to market herself as a digital film editor who will film, edit, and produce DVD’s and VHS tapes for a wide variety of functions.

Mariya Ostropolets (Westfield State College) – Mariya has developed a concept she calls ‘Travel to Fashion’ that would provide tours to French department store fashion shows, excursions to Italian fashion house show rooms, trips to factory outlets and shopping areas, and services of professional shoppers and fashion advisors. She intends to license her tour to a travel agency that would then have exclusive rights to offer the tour in its booklet. Mariya also plans to create a website where customers could book tours directly at their convenience.

Diana Chen (Smith College) – Diana developed a business concept called ‘Affordable Art Project’, a home-based business that reproduces art using giclee printers (a high resolution printing technique) on canvas or paper, frames the art, then distributes it to home decorating/antique stores in the New York metropolitan area. This would provide an affordable solution to buying copies of original works of art, enabling people to own high quality reproductions at a fraction of the usual cost. Diana has already obtained permissions for reproducing original artwork through her connections with artists, including her father. She has access to a wide body of original artwork, much of which has already been successfully exhibited at galleries around the nation and the world.

Carolyn Rogers (The Elms College) – Throughout her career in elder care, Carolyn has been appalled by statistics that show the number of medication errors and the disastrous results they have on the lives of patients. Targeting consumers who currently reside in long-term care facilities, Carolyn has invented a clear dining tray placemat, called a “Med-Mat,” that would act as a verification tool for patients to avoid medication errors in dosing as well as timing. This pocketed mat would show the patient pictures of medications, provide dosing instructions, and timing instructions. The “Med-Mat” would be relatively inexpensive to produce and could be easily marketed to assisted living, nursing homes, and long-term care facilities.

Tammy Curtis (Westfield State College) – Beacon Ridge Pet Resort, LLC was opened last month in East Granby, Connecticut and is already occupied to fifty percent of capacity. Beacon Ridge is an innovative kennel that offers the atmosphere of a tropical resort for cats and dogs. It has a tropical theme with twelve runs, each ten feet long by five feet wide, adjoining its kennel. Its close proximity to Bradley International Airport makes it the ideal location for travelers who would like their pets to enjoy a vacation while they are gone.

Matthew Rex (The Elms College) – Matthew is in the process of developing ‘Buzzer Beaters,’ a contemporary sports bar that highlights the accomplishments of local high school and college sports figures, especially female athletes (in order to provide a sports-focused venue with a female-friendly atmosphere). Food service will be limited to snack foods and beverage service will include national as well as local brews.

Susan Kornacki (Springfield College) – Susan is in the process of forming a human resource consultation firm called ‘HR Power & Associates.’ Drawing on her years of direct experience in the human resource industry and, after careful research, Susan proposes to concentrate in assessment and training human resource professionals. She has already compiled a list of target clients and has researched the legal, operational, and financial requirements of this new venture.

Nataliya Ostropolets (Westfield State College) – Nataliya has dreams of bringing “Dinner in a Movie” to people in the Pioneer Valley by adding color and imagination to an innovative dining and entertainment experience combination. She is determined to renovate an old historical theatre where diners would be able to enjoy their meals sitting in box seats surrounded by cinema memorabilia. ‘Dinner in a Movie’ would also bring good memories of the good ole days when the movie industry was first originated by highlighting distinguished original artworks of local artists.

Daniel Roy & J. Ryan Sobol (UMass) – Daniel and Ryan, both Computer Science majors at UMass Amherst, are in the process of developing Halloween Run, a computer game that will have innovative gameplay, encourage quick and frequent play, and be accessible to gamers of all ages

and skill levels. This game differentiates itself with a 3D environment, memorable themes (i.e. imaginative models, comic animations, and spooky sound effects), and simple, fine-tuned gameplay that is easy to learn.

Sara Borden (Bay Path College) – Sara has recently started a business called ‘Sea Glass’, which purchases generic lotion in bulk then creates new solutions by adding shea butter, fragrance oil, glycerin, and Sara’s own home grown herbs, as well as soaps that can be used as a luxury item for women. Other products include bath bags and herbal pillows with all products available in the various scents of Lavender, Jasmine, Chamomile, Rosemary, and Mint. She has developed a web site (www.seaglasslotions.com) to sell directly to consumers in addition to selling to area specialty retailers and tourist shops.

Charles Kiablick (The Elms College) – Charles, along with his brother, have developed a production plan for a new type of leaning sidecar for motorcycles. While existing models of sidecars attach to a motorcycle and hamper the handling ability of the vehicle, Charles’ model would allow the motorcycle rider to experience unaffected handling and mobility of motorcycle driving even with the sidecar attached. Both Charles and his brother have backgrounds in manufacturing, and together they have expertise in all essential areas for this project, including welding, machining, powder coating, motorcycle fabrication, engineering, fiber assign, and design.

Roger Roberge (Western New England) – In May 2003, Roger established ‘Reimagine Marketing Solutions’, a marketing services consultancy specializing in graphic design and website design, hosting, implementation, and maintenance for small business organizations throughout the Pioneer Valley. He has three contractual specialists: a creative director, a graphic designer, and an IT manager. All projects are completed at the client’s workplace enabling Reimagine to keep fixed overhead costs to a minimum. These savings are passed on to clients making it possible for them to afford professional marketing services that they could not afford otherwise.

David Hart (Westfield State College) – David has just started his business called ‘Custom Home Solutions’ and has one crew ready to begin installations of Phantom Screen systems. He has dreams of one day creating a Custom Home Improvement Store chain that focuses on high quality installed products to new and existing homes. This would be an upscale alternative to existing warehouse stores like Home Depot and Lowes. Currently, higher quality products for homes in the \$300,000 to \$1 million range are available only through specialty stores or contractors.

Shawn Holt (The Elms College) – Shawn is already known around campus as ‘The Candyman’ since founding ‘Candy Man Vending’, a sole proprietorship that provides quality vending machine snack service to consumers. He currently has six machines and is beginning to achieve a competitive advantage in the snack food market by filling them with desirable treats and placing them in strategic locations. His goal is to continue to grow and expand throughout the Pioneer Valley.

Steven Nasiatka (Western New England) – Steve established TYCR’S EXONUMIA, a re-seller of a variety of tokens, metals, and badges through the eBay website, in 1997. Stephen purchases items from a number of suppliers primarily located in New England or New York and resells/auctions them through eBay. To date he has sold over 24,000 items, earning a net profit of approximately 30%, and has garnered nearly 15,000 positive comments as opposed to only 7 negative ones for an overall customer satisfaction score of 99.9%

Maryann Marshman (Springfield College) – Maryann has worked as a Childbirth Educator for fifteen years and as a laboratory assistant for a year. Drawing on this background, she intends to start a privately held, freestanding birthing center in the Springfield area, giving women an additional birthing option. With approximately 7,000 births within the Pioneer Valley and currently no birthing centers located in this region, Maryann is confident that this is a viable market opportunity.

Sean Morrell (Greenfield Community College) – In October 2003, Sean established CIO Consulting in order to provide area small businesses with affordable IT solutions. His services include simple virus issues on household computers to upgrading entire systems at local businesses. Sean has had extensive educational and hands-on experience with computers dating back to his pre-teens.

