



Lewis & Clark College  
Center for Entrepreneurship  
Presents: Winterim 2016

## Volunteers

Key Note Speaker: Jed Emerson ***Serious Capital for Serious Impact: Mobilizing Capital and Leadership for Sustained Change***

### Speakers

Irving Levin: ***Life Viewed Through an Entrepreneur's Lens***

Gregg Mindt: ***Speak the Same Language as Your Investors: Financials***

Mark Dahl & Elaine Hirsch: ***Researching Trends and Opportunities: Using the Library for Pitch Development***

Lauren Wallace: ***Perfecting the Pitch***

Sara Conte: ***Targeting Your Customer and Branding Your Startup***

Michelle Lantow: ***Hardcore Productivity and Decision-Making***

Abel Navarrete: ***The Ripple Effect of Corporate Responsibility***

### Speakers at Winterim Celebration Dinner

Jed Emerson

Kellar Autumn

Celestina DiMauro

### Mentors

Sara Conte

Stephen Fox

Brent Hutchings

Ian Lombard

Marilyn Loy

Gregg Mindt

Lauren Wallace

### Judges

Justin Curzi

Starla Goff

Steven Hopkins

Jim Huston

Cliff Johnson

Linda Weston

### Organizers

Amelia Wilcox - Acting Academic Director, Center for Entrepreneurship

Rocky Campbell - Director of Career Center

Chrys Hutchings - Employer Relations

# Schedule

\*All events in Smith Hall unless otherwise noted

## Monday, January 11

8:00 am to 9:00 am Breakfast, Orientation and Group Assignments: Albany 218  
9:00 am to 10:00 am **Irving Levin** - *Life Viewed Through an Entrepreneur's Lens*  
10:00 am to 10:30 am Pitch Group Work Time (PGWT)  
10:30 am to 12:00 pm **Gregg Mindt** - *Speak the Same Language as Your Investors: Financials*  
12:00 pm to 12:45 pm Lunch and PGWT: Albany 218  
1:00 pm to 2:00pm **Mark Dahl & Elaine Hirsch** - *Researching Trends and Opportunities: Using Library Resources for Pitch Development: Library Resources*  
2:00 pm to 4:00pm **Jed Emerson** - *Choosing Impact: An Interview with Jed Emerson*  
Evening PGWT and Dinner

## Tuesday, January 12

8:00 am to 9:00 am Breakfast: Albany 218  
9:00 am to 11:00 am **Jed Emerson** - *Serious Capital for Serious Impact: Mobilizing Capital and Leadership for Sustained Change*  
11:00 am to 12:00 pm Q&A, and PGWT  
12:00 pm to 2:00 pm Lunch and PGWT: Albany 218  
2:00 pm to 3:00 pm **Lauren Wallace** - *Perfecting the Pitch*  
3:00 pm to 5:00 pm PGWT with Mentors  
6:00 pm to 8:00 pm Winterim Celebration Dinner: Diane Gregg Memorial Pavilion

## Wednesday, January 13

7:30 am to 8:00 am Breakfast: Albany 218  
8:00 am to 12:00 pm Site Visit: **B-Line: Sustainable Urban Delivery**  
12:00 pm to 1:00 pm Lunch: Albany 218  
1:00 pm to 2:00 pm PGWT  
2:00 pm to 3:00 pm **Sara Conte** - *Targeting Your Customer and Branding Your Startup*  
3:00 pm to 5:00 pm PGWT

## Thursday, January 14

8:00 am to 9:00 am Breakfast: Albany 218  
9:00 am to 11:00 am **Michelle Lantow** - *Hardcore Productivity and Decision-Making*  
11:00 am to 12:00 pm PGWT  
12:00 pm to 2:00 pm Lunch and PGWT: Albany 218  
2:00 pm to 3:00 pm **Abel Navarrete** - *The Ripple Effect of Corporate Responsibility*  
3:00 pm to 5:00 pm PGWT with Mentors

## Friday, January 15

8:00 am to 9:00 am Breakfast: Albany 218  
9:00 am to 11:30 am Pitch Group final preparations  
11:30 am to 12:30 am Lunch and further work time: Albany 218  
12:30 pm to 4:30 pm Pitch Competition  
4:30 pm to 6:30 pm Networking Event: Diane Gregg Memorial Pavilion

## Winterim Volunteers

### Key Note Speaker: Jed Emerson '81



Originator of the concept of Blended Value, Mr. Emerson has extensive experience leading, staffing and advising funds, firms, social ventures and foundations pursuing financial performance with social and environmental impact. An internationally recognized thought leader in sustainability and sustainable finance, impact investing, social entrepreneurship and strategic philanthropy, Mr. Emerson has played founder roles in some of the nation's leading venture philanthropy, community venture capital and social enterprises. Mr. Emerson is Senior Advisor to the RS Group, the Blue Haven Initiative, and Gary Community Investment. He serves as Chief Impact Strategist with Impact Assets, a nonprofit financial services firm, and is a Senior Fellow with the Center for Social Investment at Heidelberg University in Germany. Mr. Emerson earned his B.A. in 1981 from Lewis & Clark, and holds master's degrees in business and social work administration. He has written over thirty articles/papers and co-edited multiple books on sustainable investing, performance metrics and measurement, impact investing and sustainable investing.

### Sara Conte - Mentor



Sara Conte is cofounder of PrestoBox, an online software company and the world's first automated branding agency. PrestoBox brings branding to the masses. Its Brand Genie software magically determines the right colors, fonts, images and brand personalities for its customers. Then it applies that brand automatically to marketing materials like a logo, website and business cards. Sara's spent 15 years building successful companies – from start-ups to big businesses. A graduate of Harvard Business School, Sara has worked at JP Morgan, Boston Consulting Group, and a private equity company where she helped grow companies from zero to \$250M. During the first Internet boom, Sara was involved in several new technology ventures and then transitioned to the investing side in Europe. She returned to her Oregon roots in 2007. Sara has been an active local early-stage investor through angel groups like Oregon Angel Fund, Angel Oregon, and Portland Angel Network. PrestoBox was funded locally by Portland Seed Fund. If Sara's not at her computer you may find her coaching lacrosse, at barre3, on the Board of Technology Association of Oregon, or doting on the every need of her two daughters. Sara has a BA from Claremont McKenna College and an MBA from Harvard Business School.

## Justin Curzi - Judge



Justin is an east-coast native whose love for growing new businesses is surpassed only by his love of two feet of new Hood powder. In 2003, Justin co-founded Emochila.com, a company that pioneered QuickBooks encryption for the accounting industry. He was responsible for the company's go-to-market, sales methodology, and strategic partnerships. Entirely self-funded, profitable, and debt-free, he helped facilitate the sale of Emochila to Thomson Reuters, a Fortune 1000 Company, in 2012. Currently, Justin is actively involved in Oregon Angel Fund, Portland Seed Fund, and several independent ventures throughout the West. Read more at [www.justincurzi.com](http://www.justincurzi.com)

## Stephen Fox '04 - Mentor



Stephen Fox (CAS '04) is Co-founder & Managing Director at: Drink Water, a brand / initiative protesting "energy" drinks; and, Traverse Agency, a social marketing creative agency. His unconventional career path began as an intern in the White House, and has included roles ranging from the US Agency for International Development, to helping launch a startup regional airline, SeaPort, to directing business development in companies across the benefits consulting, creative staffing, and advertising agency sectors. At Traverse, he & his team's client experience ranges from globally known brands to nascent startups. A former panelist at SXSWInteractive & SXSWeco, Fox has served on the

City of Portland's Small Business Advisory Council. In his free time, he is likely riding a board with family and friends, be that snow, skate, or surf!

## Starla Goff - Judge



Starla is currently the Senior Vice President and Board Member for the Paulson Investment company. Prior to join the Paulson team, Starla was a shareholder at the Portland office of Smith Freed and Eberhard, PC, where she co-chaired the Employment and Business Litigation Practice Group in Portland, Oregon and Seattle, Washington. Starla represented her clients in a variety of litigation matters including contract disputes, product liability, discrimination, harassment and wage and hour claims. Her clientele consisted of public entities, corporations and entrepreneurial clients in external sensitive matters.

## Steven Hopkins '69- Judge



Stephen Hopkins is a 1969 graduate of Lewis & Clark, where he studied business administration. He has since turned his attention to serial entrepreneurship in the auto parts, golf, commercial real estate and ornamental plants nursery businesses. Steve is president of both Thrifty Auto Supply and Thrifty Golf Supply. He is a licensed nurseryman, and president of Oxbow Nursery. He has held leadership positions in multiple trade associations, including serving on the Board of Governors for Federated Auto Parts, Oregon Automotive Parts Association and the Oregon Automotive Trades Association, where he has served as a director and is the current trade association president. Steve is an Eagle Scout and enjoys fly fishing, and coin and art collecting. He has held numerous community service roles in the greater Portland non-profit world. He is a past president and current board member of Portland Chapter of the American Rhododendron

Society, board member and holds life memberships in the American Conifer Society and the Oregon Trout/The Freshwater Trust. He is past treasurer of the Portland Chamber Orchestra Association, has served on the Tri-Met Artist and Art Selection Committee, and is a retired board member on the strategic planning committee for the Rockwood Business Coalition.

## Jim Huston - Judge



Jim Huston is a Founder and Managing Director of Portland Seed Fund. Portland Seed Fund is an early stage venture firm focused on seed stage investments in the Portland Metro and greater Northwest region. Jim has led or co-led investments in 65 companies for Portland Seed Fund. Jim brings more than 25 years of technology industry experience, having worked with and invested in early stage technology companies throughout the world. From 2004-2010 Jim was a Managing Director with Blueprint Ventures, a Bay Area technology growth capital firm. From 1995-2004, Jim served in numerous positions within Intel Capital, the world's largest corporate venture organization. Representative companies Jim has invested in

include GlobeSherpa (acq. by RideScout), Vizify (acq. by Yahoo!), OnPath (acq. by NetScout), Oblix (acq. by Oracle), Butterfly (acq. by TI), Immersion (IMMR), and RadiSys (RSYS). Jim has an MBA from the Kellogg School of Management at Northwestern University. Jim is a Charter Member of TiE Oregon, and an Oregon Angel Fund investor member, and Chairman of the Board of Oregon Public Broadcasting.

## Brent Hutchings '84 - Mentor



Mr. Hutchings is CEO and owner of North River Boats, a privately held manufacturer of premium heavy-gauge aluminum boats in Roseburg, Oregon. North River manufactures best-in-class aluminum vessels for government, commercial and recreational customers, serving national and international markets. Mr. Hutchings has lived in Portland since early 2005, after living in New Zealand for a year with his wife and three children following the sale of a previous business. He joined the board of Avamere, a \$275 million regional senior care company in 2006, invested in the company and served as its Chief Operating Officer from 2007 to early 2009. He sold his interest in Avamere in 2009. Mr. Hutchings served as President, CEO and majority owner of Pacific Coast Packaging

Corp. (PCPC), a \$30 million manufacturer of paperboard boxes and related packaging from 1994 to 2003. He acquired PCPC in 1994 with a group of private investors and sold the business for cash to a NYSE-traded strategic buyer in 2003. Original equity investors realized a 20-fold return on capital. Mr. Hutchings earned an MBA from Stanford University's Graduate School of Business in 1991. Prior to attending Stanford, he worked in sales for IBM Corporation in Oregon from 1984 to 1989. He earned his Bachelor of Arts degree in English and Natural Science from Lewis & Clark College in Portland, Oregon in 1984.

## Cliff Johnson - Judge



Cliff Johnson graduated from Boston University School of Law in 2006 and he has had an opportunity to grow and learn throughout his career ever since. Cliff worked with client businesses of all sizes and structures as a tax attorney in Colorado, Arizona and San Francisco prior to moving to Portland to start Vacasa with Eric Breon in November 2009. Since joining Vacasa as a co-founder, Cliff has overseen the expansion of the company's portfolio and currently leads the growth strategy as the Chief Development Officer. Vacasa has seen tremendous growth under Cliff and Eric's guidance as they were recognized as the fastest growing company in Oregon in 2014 by the Portland Business Journal and

the 9th fastest growing company in the US by Inc 5000 in the same year. Vacasa continues to grow at a rapid pace of over 100% every year and Cliff is always eager to share the lessons he has learned from Vacasa and other experiences with other aspiring entrepreneurs. In addition to his role at Vacasa, Cliff is a licensed attorney with the Colorado and California State Bars, and serves as a board member for Eugene-based MAPLE Microdevelopment and as a board member for the Vacation Rental Management Association (VRMA).

## Michelle Lantow - Speaker



Michelle has more than 30 years of broad based experience in corporate financial management and leadership. She joined the executive team at New Seasons Market as Chief Administrative Officer in July 2012. She began her career as a CPA at Arthur Anderson and then moved into the retail apparel industry at GAP, Inc. During her 13-year tenure at GAP, Michelle worked as Vice President of Finance, Corporate Controller, and Vice President of Investor Relations where she managed corporate financial reporting, corporate financial planning and analysis, investor relations, merchandise planning and consolidated financial operations for the \$12 billion retail portfolio including the concepts

Gap, GapKids, Banana Republic and Old Navy. After her tenure at GAP, Michelle joined Lucy activewear, Inc., an apparel company that designs and sells fashion forward performance apparel for athletic women. During her ten years at Lucy, she served as President and Chief Financial Officer and built the finance organization to support its rapid growth from a dot-com business to a retailer with 65 stores in 19 states. In early 2010, she joined McCormick & Schmick's Seafood Restaurants, Inc. as Chief Financial Officer overseeing finance, human resources, strategic planning, legal and information systems for the 93-restaurant public company, which was acquired two years later. Michelle is a member of the Board of Directors of Columbia Banking System and is chairwoman of the advisory board of Portland State University's MBA program.

## Irving Levin - Speaker



Irving Levin is a Portland-based serial entrepreneur. He is an active mentor, angel investor and board member for entrepreneurs and their small, private companies. Levin divides his time between business and philanthropic pursuits. Along with his wife Stephanie Fowler he is co-trustee of The Renaissance Foundation, which focuses on improving educational outcomes for underserved people. He is or has served on a number of non-profit boards, including SMART, The Children's Institute, Portland State University, St. Vincent Hospital Foundation and Bravo Portland. He is currently Chairman of Genesis Financial Solutions, a company he founded in 2001, and Chairman of Digital Divide, a social enterprise providing training and employment opportunities

for poor young people in Cambodia, Laos, Kenya and the U.S. After high school and before college, he performed as a professional cellist.

## Ian Lombard - Mentor



Ian is the Managing Partner of BroadPeak Capital, a Portland-based venture investment group focused on the active lifestyle industry. Ian has led consumer and technology businesses through explosive increases in scope and scale – providing extensive experience in creating the right strategy and vision as well as a strong history of building powerful, execution-focused teams. Prior to BroadPeak, Ian served as the Chief Operating Officer at Tora where he was responsible for all day-to-day operations of the company as well as business development activities and the implementation of strategic initiatives. During his tenure, Tora expanded from 6 employees to nearly 200 in offices around the world, becoming one of the largest financial technology providers in Asia. Before joining Tora, Ian was the head of the Technology Consumer Business at Kensington, a Fortune Brands company. In this role, he drove the global P&L, driving annual sales from \$19 million to more than \$110 million in three years, while increasing profitability by 69%. Ian received a B.A. from Princeton University in Molecular Biology, where he was a 3-year starter on the Ivy League champion football team; he received his M.B.A. from the Wharton School at the University of Pennsylvania. He lives in Portland with his wife and two children.

## Marilyn Loy '81 - Mentor



Ms. Loy is the President of Kubla Khan Food Company, a third generation family owned business. Founded in 1950, the company is headquartered in Portland, Oregon. She began her career in the finance industry, completing First Interstate/Wells Fargo management training program. During her banking tenure, Marilyn gained experience in developing entrepreneurial start-up companies. After completion of graduate school, Marilyn joined a small group of software engineers and created Rosetta Technologies, a software company which developed engineering and enterprise data access and collaboration solutions for global manufacturing and high tech companies. Emphasis on global design collaboration and supply chain management processes enabled customers such as Cisco Systems, Ford Motor Company, Lockheed Martin, and The Boeing Company to communicate engineering designs and product information throughout the world. Rosetta Technologies was later acquired by EDS, which is now HP Enterprises Services. Marilyn Loy '81 received a B.S. in biology. She took part in the Hawaii study program. As an alumna, she was an admissions volunteer in 1992. Marilyn serves as a board member on several nonprofit organizations. She also enjoys volunteering with organizations that focus on promoting innovation and science programs for youths.

## Gregg Mindt – Speaker, Mentor



Gregg is the executive director of Young Entrepreneurs Business Week (YEBW) where he is responsible for producing business camps for high school students on the campuses of University of Oregon, Oregon State University and University of Portland. Gregg has served as executive director of Transitional Youth, principal of The Mindt Group, president & CEO of Oregon Lodging Association, and managing director of the Creative Center, a subsidiary of Oregon Restaurant Association. He holds a Bachelor of Science degree from Portland's Concordia University. After Hours he's busy with his two active girls, spending time coaching and volunteering, including serving as head coach of his daughter's softball team and serving as President of Lake Oswego Girls Softball. When not coaching, he's usually found on the sidelines

photographing youth sporting events. Gregg, his wife Linda, and daughters, Rachel and Julia, reside in Lake Oswego.

## Lauren Wallace '11 (Law) - Speaker, Mentor



Lauren is an attorney in Tonkon Torp's Business Department, where she focuses on privacy, technology and intellectual property law. Prior to joining Tonkon Torp in 2015, Lauren was principal of Wallace Tech/Law LLC, advising early and growth-stage tech companies on matters relating to data privacy, intellectual property protection, fundraising and scalability strategies. Lauren is a Certified Information Privacy Professional and has written extensively on privacy topics at her blog, The Caveat. In addition to her legal specializations, Lauren has a strong technology background. In California, she worked as a manager at both Apple and Microsoft,

where she managed IP and manufacturing relationships with major partner organizations. In Portland, she was COO and General Counsel of Avatron Software, an innovator in mobile productivity applications. A graduate of Lewis & Clark Law School, Lauren has practiced commercial litigation and general business law for a small Portland firm, and served as a litigation intern for the U.S. Attorney and U.S. District Court in the District of Oregon. Before training as a lawyer, Lauren was a licensed financial representative for Merrill Lynch and a business systems manager for Simon & Schuster Publishing. Lauren is extremely active in Portland's start-up community. She serves on the advisory board of the Oregon Entrepreneurs Network and previously chaired OEN's Angel Oregon, the Northwest's premier annual angel investment conference. She is a member of the corporate investments committee of Girls Inc. of the Pacific Northwest and served on the Board of Directors and the Finance Committee of Planned Parenthood of Columbia-Willamette. She also serves in an advisory capacity with a number of new and emerging businesses.

## Abel Navarrete - Speaker



Abel Navarrete is responsible for managing Columbia Sportswear's global corporate responsibility efforts including environmental sustainability, social responsibility, corporate relations and product compliance. The team is responsible for leading the company in establishing and executing the social and environmental sustainability strategy while contributing to company growth and social change. Mr. Navarrete joined Columbia in 2001 as manager of Global Manufacturing Compliance. He was promoted to Director of Corporate Responsibility in 2008 and named Senior Director of Product Compliance in 2015. From 2010 to 2015, Mr. Navarrete lead the Corporate Responsibility Department while based in Columbia's Liaison office in Hong Kong.

## Linda Weston - Judge



Linda has been President & Executive Director of the Oregon Entrepreneurs Network since 1999. Since then OEN has increased the number of programs to support entrepreneurs, helped to expand the capital network, and has extended its programs statewide. Prior to that, she spent 18 years in the tourism industry in Eugene, 15 of those with Travel Lane County, and the last eight years as CEO. In 1996, Linda was recruited by the American Basketball League to serve as the startup General Manager of the Portland Power women's professional basketball team. Although the ABL was undercapitalized, and ultimately failed, the Portland Power was successful. In 2002 and 2005, Linda was selected by Portland Business Journal, as one of 25 outstanding Women in Business. In 2005, she was one of three national finalists for the "Supporter of Entrepreneurship" award in conjunction with Ernst & Young's Entrepreneur of the Year Awards. In 2007, she was recognized by Northwest Women's Journal as one of "100 Most Powerful Women" in the Northwest.

## Winterim Dinner Speakers

### Kellar Autumn



Professor Kellar Autumn's research focus lies at the interface of biology (biomechanics), engineering (contact mechanics and materials science), and physics (intermolecular and interfacial forces). Prof. Autumn received his Bachelor's degree in Mathematics and Biology at the University of California at Santa Cruz in 1988, and his Ph.D. in Integrative Biology at UC Berkeley in 1995. He continued at Berkeley as an Office of Naval Research Postdoctoral Fellow until 1998, and joined the faculty of Biology at Lewis & Clark in Portland, Oregon in the same year. He received worldwide acclaim for his research on adhesion in geckos and the discovery of the world's first dry self-cleaning adhesive, published in the journals *Nature* and *PNAS*. Prof. Autumn's research has grown into a new field of study at

the interface between biology, physics, and materials science. In the US alone, federal grant spending focused on the study of gecko-like adhesive nanostructures was over \$30 Million in 2010 and there are more than 100 US patents and patent applications in this new area. Prof. Autumn and his colleagues hold the fundamental patents for synthetic adhesive nanostructures, and are designing legged robots that can run up walls. Prof. Autumn serves as a consultant for the development and application of biologically inspired technology. His research is featured textbooks, encyclopedias, and popular books including *The Nanotech Pioneers: Where Are They Taking Us?* Every major television network has covered his work, as have hundreds of newspaper, magazine, and internet articles worldwide. He appeared recently on the NOVA television show, *Making Stuff Smarter*.

### Celestina DiMauro '15



Celestina DiMauro came to Portland from Southern California to attend Lewis and Clark. She graduated in 2015 with Honors in Sociology/Anthropology and the American Association of University Women Senior Woman award. While at L&C Celestina participated in many activities and educational offerings through the Center for Entrepreneurship, including Mentor Connections, Winterim 2014 and the I+L Seed Fund. Celestina is a co-founder of upWright Consulting in Portland, OR. upWright implements and improves sustainability and responsibility missions with a wide range of clients: from startups and non-profits, to growth-phase small businesses and established large-scale companies. Celestina's areas of expertise include construction and "green" homebuilding, sustainable apparel

and textiles, and cross-industry retail customer experiences. Her studies in Sociology & Anthropology at Lewis & Clark College gave her a foundation and perspective that supports her values-based consulting work with user-based customer experience insight. Her mission is to prove that businesses are successful not *while* being sustainable and responsible, but *by* being sustainable and responsible.

## Winterim Organizers

### Amelia Wilcox



Amelia Wilcox is the Acting Academic Director of the Center for Entrepreneurship, and has served on the Entrepreneurship Committee since it was convened four years ago. She holds a Ph.D. in clinical psychology from the California School of Professional Psychology and is an assistant professor with term in Lewis & Clark's psychology department. Amelia previously was an assistant professor in the School of Medicine at the University of California, San Francisco, where she taught on the clinical faculty in the Department of Psychiatry at San Francisco General Hospital. At SFGH she was primary consultant to the medical trauma services, served on the bio-ethics committee, and taught on the faculties of the Consultation & Liaison and Neuropsychology Service. Amelia was part of a research team that studied frequent users of the medical emergency room at San Francisco General Hospital. She has interest in innovative and ethical delivery systems for mental health care. Amelia has published on personality disorders in the medical setting, and on suicide. She maintained a private practice in the Bay Area for 15 years and is a clinical psychologist with a practice in the Lair Hill neighborhood of Portland. One of six in her family to graduate from Lewis & Clark, Amelia is a fourth-generation Portlander.

### Rocky Campbell '00

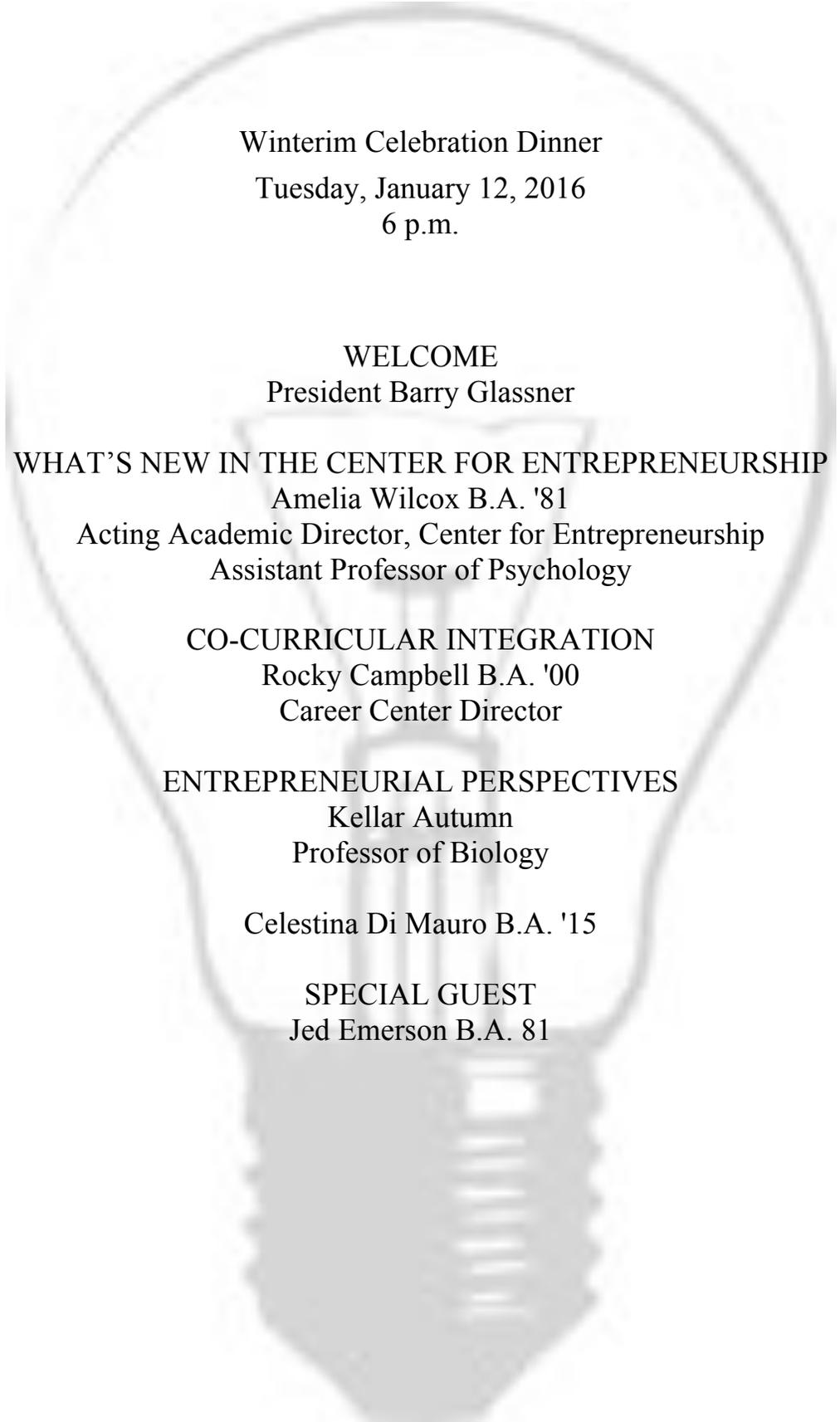


Rocky has more than 10 years of experience in management and corporate strategies. As chief operating officer of Relocation Coordinates International, he developed and managed global service supply chains, information technology and digital initiatives, and employee training, while serving as a subject matter expert on global mobility and recruitment assistance for corporate clients. Rocky has additional experience in publishing, sports, and nonprofit management. Rocky has a master's degree in sport studies from Miami University and a graduate certificate in strategic management from the University of California, San Diego. Among other roles at Lewis & Clark, he has served on the Board of Alumni for nearly five years.

### Chrys Hutchings



Chrys Hutchings, Employer Relations in the Career Center at Lewis & Clark College, is a recovering attorney who now uses her advocacy skills to connect employers and entrepreneurs to talented and passionate Lewis & Clark students. She graduated from Smith College (junior year at Harvard University) and Boston University School of Law, after which she practiced law in California. Advocacy skills notwithstanding, she was no match for a talented and passionate Lewis & Clark alumnus who tricked her into moving to Portland by advising it was a "misty" rain.



Winterim Celebration Dinner  
Tuesday, January 12, 2016  
6 p.m.

WELCOME  
President Barry Glassner

WHAT'S NEW IN THE CENTER FOR ENTREPRENEURSHIP  
Amelia Wilcox B.A. '81  
Acting Academic Director, Center for Entrepreneurship  
Assistant Professor of Psychology

CO-CURRICULAR INTEGRATION  
Rocky Campbell B.A. '00  
Career Center Director

ENTREPRENEURIAL PERSPECTIVES  
Kellar Autumn  
Professor of Biology

Celestina Di Mauro B.A. '15

SPECIAL GUEST  
Jed Emerson B.A. 81

We believe in:

- Collaborative relationships that honor and build upon one another
- Flexibility, simplicity, and playfulness
- Leveraging the voice, leadership, and passion of our community in the quest for a healthier planet
- Growing a business that is profitable yet unwavering in its commitment to community and sustainability

As a transportation company, B-Line's vision is to redefine how goods and services are transported in our increasingly urban environment by simply providing the right tool for the job. As an advertising and promotions company, B-Line seeks to combine flexibility with ingenuity. As a stakeholder in our community, B-Line is passionate about creating a company that is part of a solution and a partner in living. We seek to enrich the fabric of our cities by reducing congestion and CO2 emissions, developing local green-collar jobs, partnering with local manufacturers and small businesses, doing our share to help those in need in our community, and generally believing in the premise that business can be a catalyst for positive change and has a responsibility to the common good.

Additionally, B-Line pioneered the B-share program, which uses 100% of a donation to deliver food to the less fortunate. One B-share pays for 100 lbs. of food delivered from its local partners to those in need.



