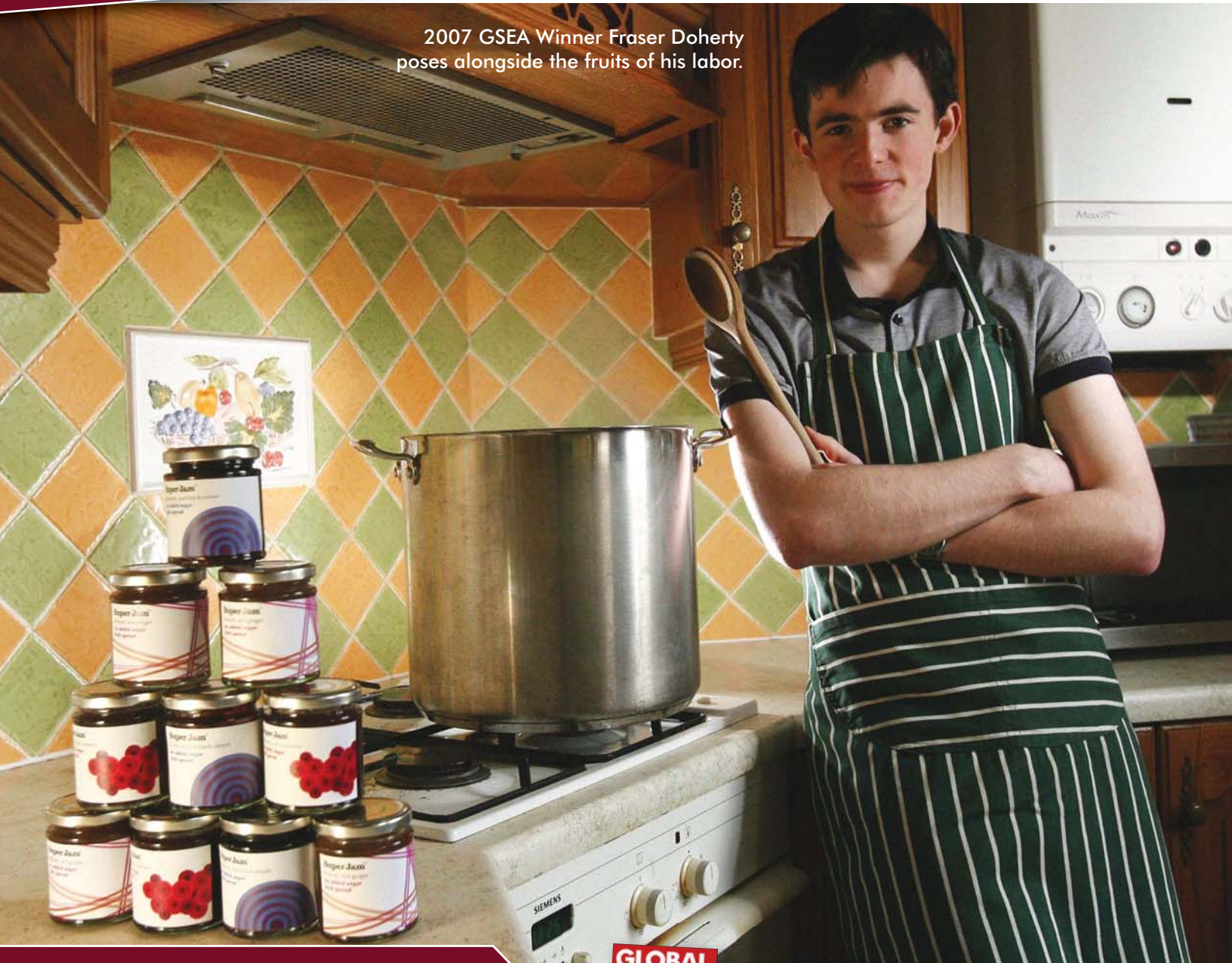


ENTREPRENEUR

GSEA **2008** global finalists

2007 GSEA Winner Fraser Doherty poses alongside the fruits of his labor.



JAMMING WITH
FRASER DOHERTY

P8

GLOBAL
STUDENT
ENTREPRENEUR
AWARDS

PRESENTED BY

Mercedes-Benz Financial

STUDENT BY DAY...



ENTREPRENEUR BY NIGHT.

Enter the 2009 Global Student Entrepreneur Awards

Nominations open on 11.15.08. Deadlines vary by region.
All nominations are through the website at www.gsea.org.
US\$1000 cash prize to the person that nominates the
overall GSEA Global Finals winner. Nominate today!

The qualification requirements to compete:

- 1) The student must be an undergraduate student at a recognized University or College for the 2008/2009 academic year and enrolled in the school at the time of application.
- 2) The student must be the owner, founder or controlling shareholder of their company and principally responsible for its operations.
- 3) The student's company must have been in business for at least the last six consecutive months, and the business must be a for-profit business.
- 4) The student must have not been the GSEA winner in the past and/or were not one of the six finalists for the 2008 GSEA competition.

WELCOME TO THE 2008 GSEA FINALS

The Global Student Entrepreneur Awards (GSEA) is a catalyst that inspires students to start and grow entrepreneurial ventures. In a troubled world economy, the GSEA is a shining light which fosters and nurtures the next generation of entrepreneurs.

Thanks so much for being a part of the GSEA. This past year we had over 1000 students from around the world compete and/or attend in regional, virtual and national competitions. The 26 finalists are here in Chicago to highlight their achievements, network with each other and inspire youth to follow in their footsteps.

Leading the student entrepreneur nominations this year was Babson College with 37 nominees, closely followed by Harvard University with 28 and the University of Southern California with 20 nominees. These nominations are a testament to the fine work these and other institutions are doing to cultivate the innovation of young business owners.

We want to pay special thanks to Mercedes-Benz Financial for their long-standing support of the Global Student Entrepreneur Awards. Mercedes-Benz Financial recognizes the role entrepreneurship plays in economies around the world through job creation, economic development and community. We extend a special thanks to Franz Reiner, Vice President of Mercedes-Benz Financial for the United States and Canada, and his team for their continued support of GSEA.

We wish all the competitors a great year, and we look forward to providing mentorship, support and learning opportunities to all GSEA nominees.

Kind regards,

Kevin Langley
GSEA Chair



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Jade Bouelle, Talent Technology Corp.
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Michael Caito, Restaurants on the Run
EO Orange County

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EO Winnipeg


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EO Boston


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AT A GLANCE: MR. PETER H. THOMAS



What got you excited about last year's Global Student Entrepreneur Awards?

Last year, I had the pleasure of being a judge—one of my best days in 2007! I was blown away by the caliber of these student entrepreneurs.

How can you not get excited when you see some 18-year old kid with a business that promises to bring in \$2 million in one fiscal year? The energy and enthusiasm that these students bring to the table is incredible – they are juggling the demands of assignments, exams and meeting payroll all at the same time.

What gets you excited about this year's competition?

First off, I'm excited to see the growth that the GSEA has achieved over the past year under the leadership of EO and the support of Mercedes-Benz Financial. The more this network grows and provides the chance for student entrepreneurs to be inspired, mentored, and guided, the more those students will be able to turn their learning and growth into viable opportunities.

We've worked hard to get a group of top notch business leaders and entrepreneurs on board as judges for this year. I'm thrilled to share this experience with them. We all have an opportunity to be great role models. When you are blessed with the skills needed to become successful, there also comes the responsibility to give back. It is not an obligation – I consider it an honor. It is more fun and gratifying to give than it is to receive. I know that together, we have the opportunity to influence and guide our next generation of entrepreneurs to make a real difference for themselves and their communities.

Why is entrepreneurship so important to the world?

I would say that entrepreneurs have the opportunity to make a huge difference if they decide to give back with their time, networks, talents, and funding. Entrepreneurs have the "can do" or visionary attitude to make things happen and to attract the best people in the field. They can see through complexity and chaos and persevere until things get off the ground and beyond.

Do you think these top GSEA student entrepreneurs can be role models for other students?

Absolutely! Every individual, no matter their age, has the opportunity to inspire others. It is never too early to start sharing your experiences and giving back. These young leaders have the opportunity to make a huge impact in the lives of their peers.

Tell us about the importance of value-based leadership?

To be a successful entrepreneur, making a profit is an essential part of something much larger—both in life and in organizations. We best navigate our way to that larger picture through personal and organizational values. I believe that this generation has an opportunity to be more influential than any other in creating the future of entrepreneurial leadership that is driven by passion and guided by values. As such, I hope to encourage our up-and-coming entrepreneurs to consider values-based leadership, in particular, the concept of the "triple bottom line."

Entrepreneurs today should be counted on not only for their economic results, but also for their social and environmental impact. Businesses should be: **a)** economically sound, with consistent improvements in revenues and profits, **b)** responsible to employees and each community served, and **c)** environmentally conscious and consider how to improve daily operations to make the world a better place.

What type of work will the Todd Thomas Institute for Values-Based Leadership undertake? What is your vision for the Institute?

The Institute's vision is to be a Center of Excellence for research, education and practice of Values-Based Leadership. As such, we endeavor to explore current knowledge and conduct practical research in the domain of values-based leadership for individuals, organizations and communities. I invite you to visit the institute's website through www.royalroads.ca

JUDGING CRITERIA

1. The Entrepreneur

The competitor has demonstrated the following:

- a. Determination and perseverance to succeed as an entrepreneur10
 - b. Ability to overcome obstacles while operating their business10
 - c. Ability to communicate their business and vision effectively 5
- 25**

2. Business Fundamentals

The competitor has demonstrated the following:

- a. Complete financial performance information for the years they have been operating their business10
 - Growth
 - Revenue
 - Profit
 - b. Ethical standards they have set out for themselves and their business10
 - c. The ability to anticipate and embrace change in a competitive environment 5
 - (being innovative in their use of technology and method of approaching business practices)
- 25**

3. Lessons Learned

The competitor has demonstrated the following:

- a. Identifying, reaching and impacting their target market through advertising10
 - and public relations strategies
 - b. How they applied their learning experiences, both positive and negative, to increase their potential for success10
 - c. Utilizing the assistance of experienced mentors to provide guidance 5
 - and leadership
- 25**

4. Growth and Future Plans

The competitor has demonstrated the following:

- a. How they have addressed the challenges to becoming an increasingly10
 - profitable business
 - b. Future plans for the company and how they propose to achieve their objections10
 - c. Their personal plans for the future (open to interpretation – can include their business or utilizing the 5
 - skills they have gained as an entrepreneur to explore future employment
- 25**

TOTAL 100 POINTS

PATH TO FINALS



- Australia
- Canada
- France
- Ghana
- Ireland
- Kenya
- Mexico
- Nigeria
- Puerto Rico
- Sweden
- United Kingdom
- United States
- Zimbabwe

2008 GSEA FINAL ROUND JUDGES



Darton Case is the president of *dartappraisal.com*, a Bloomfield Hills, Michigan-based company specializing in nationwide residential real estate valuation services. *Dartappraisal.com's* client list includes more than 2,000 financial institutions throughout the United States.

Case has served as an EO area director twice, as chapter development chair overseeing all chapters and as an independent director for the EO Global Board of Directors, as well as presiding over the EO Detroit Chapter. Case has also been finance chair for two years where he won an award for growth, bringing in an additional 26 members.



Peter Ciceri is president of Custom House Global Foreign Exchange. From 2002 to 2006, he served as lead director and chairman of Sierra Wireless. In addition, Ciceri has served as President and Managing Director of Compaq Canada Inc. and held senior posts with Hewlett Packard Asia Pacific Ltd., and Japan Unisys. In 1999, he was named

one of Canada's top 10 "IT influencers" by the National Post and one of the country's top 100 business executives. Ciceri serves on the Premier Technology Council of BC. He holds a BA in economics and an MA in counseling psychology.



An author, award-winning journalist, and the youngest state judge to ever be elected in Texas, **Catherine Crier** is now a managing partner in Cajole Productions, developing television, film and documentary projects.

featuring female policy experts.

Crier began her television career at CNN as co-anchor of both Inside Politics and The World Today and host of a talk show

Crier joined ABC News in 1993, serving as a correspondent and substitute anchor for Peter Jennings on World News Tonight and substitute host for Ted Koppel's Nightline. She was also a correspondent on 20/20. In 1996, Crier was awarded an Emmy for Outstanding Investigative Journalism.



Fraser Doherty began making homemade jam using his Grandmother's recipes at the age of 14. A year before starting University, he decided work on his idea full-time and developed a highly innovative set of recipes for manufacturing jams entirely from fruit and fruit juice.

Waitrose gave Fraser a contract to supply their 184 stores with his 'SuperJam'. This launch was accompanied by prime time news coverage and Fraser has since secured contracts to supply other large retailers in the UK and Ireland, such as the UK's largest grocer; Tesco. Fraser is the 2007 Winner of the Global Student Entrepreneur Awards.

He uses fruits high in nutrients, 'Super Fruits', in his recipes. Soon,



Bill Farley is a business icon. A winner of the Horatio Alger Award for entrepreneurial excellence, he has helped create many significant brands, including BVD, Lucchese, Gitano and Fruit of the Loom. Bill is often found mentoring people from all walks of life, showing them how working hard and seizing opportunities are the keys to making positive things happen. Bill

will tell you that the key to his success is being able to envision special opportunities and then taking action.

Zrii, a synergistic juice blend of seven botanicals which are highly regarded in the ancient Indian Healing System of Ayurveda, is Bill's next major success.



Jack Ferry is the manager of Media Relations for Daimler Financial Services. In this capacity Jack has responsibility for media for Mercedes Benz and Daimler truck financial. Previously, Jack served as director of media relations for Kmart from 2001-2004

during its bankruptcy and subsequent emergence. Before joining Kmart Jack was manager of media relations for Daimler Chrysler in North America.



Bo Fishback is vice president of entrepreneurship for the Ewing Marion Kauffman Foundation, studying business accelerators and university-based commercialization programs. In 2007, he joined BioMed Valley Discoveries. Fishback is a co-founder of Lightspeed

Genomics, a genome sequencing company. Previously, he worked for Puretech Ventures in Boston and IQHealth for Cerner Corporation in Kansas City.



Sue Hesse is Entrepreneur-in-Residence and Senior Program Consultant for the Ewing Marion Kauffman Foundation. Beginning her career in sales and management in the hotel business, Sue went on to work with Fortune 500 companies in corporate travel.

In 1987 she founded her own company, Print Management, a full-service printing resource, which she sold in 1998. For over eleven years, her St. Louis-based company provided high quality, multicolor printing and full service binding and packaging services to clients nationwide.



Wayne Holm has been with Cara Operations Ltd. for over 9 years. Prior to his involvement with Cara Operations Ltd, Wayne was a partner and founder of The Spectra Group of Great Restaurants.

Wayne and his Co-CEO and partner Peter Bonner, were named BC Entrepreneurs of the Year in 1994.

As a former professional football player, Wayne takes the same competitive drive to developing restaurants that he used in the CFL. Today, one of Wayne's major passions is coaching and mentoring young entrepreneurs. He is also an active fundraiser for numerous charities.



Robert Toru Kiyosaki is an investor, businessman, self-help author and motivational speaker. Best known for his Rich Dad, Poor Dad

series, he has written 18 books, three of which have been on the The Wall Street Journal, USA Today and the New York Times best-seller lists simultaneously.

The book Rich Kid Smart Kid was published in 2001 to help parents teach their children financial concepts. Robert has created three "Cashflow" board and software games for adults and children and has a series of "Rich Dad" audio cassettes and disks. He also publishes a monthly newsletter.



Robert Kulhawy co-founded Calco Environmental Group Ltd. in 1992. He currently fills the roles of Chairman of Calco Environmental Group Ltd, Maple Leaf Environmental Equipment Ltd, NewTerra Environmental Services Ltd, MLE Equipment Inc (Nevada); MLE Systems Ltd, and Pacwill Environmental Ltd.

Robert is President and CEO of Commerx, a complete internet

services provider including web design and development, intranet development, graphic design, content management systems, web and email hosting, email newsletters, ecommerce solutions, eBay, eSell, eProcurement, web monitoring (AMF), Material Assets Tracker (MATwerx) and custom software applications. Robert is also President and CEO of Calco Capital Corporation, a private venture capital firm.



Michelle Lemmons-Poscente is the Chairman of ISB Global, LLC, a diversified leadership and educational services firm. She is also Chairman and Founder of its flagship company, International Speakers Bureau, a full-service speaker's agency specializing in business, contemporary thought leadership, and entertainment headquartered in Dallas, Texas.

Michelle majored in Communications at Southern Methodist University before relocating to Hollywood to work in the film and television industry on programs such as Lifestyles of the Rich and Famous, Star Search and Supermodels of the World. In 1993 she founded International Speakers Bureau, and has never looked back.



Douglas K. Mellinger is Vice-Chairman and co-founder of Foundation Source. Mellinger was previously a partner with Interactive Capital Partners (ICP), serving as an investor and investment banker for early stage technology companies. Before that, he founded and served as CEO of Enherent (NASDAQ:ENHT). Enherent was listed as an Inc. 500 company twice and was featured

on Deloitte & Touche's Technology Fast 500 and Fast 50 List. Currently, Mellinger is the Chairman of the National Commission on Entrepreneurship based in Washington, D.C., and sits on the Board of The Kauffman Center for Entrepreneurial Leadership and the Advisory Board for the London Business School.



Alfredo J. Molina is chairman and CEO of Molina Fine Jewelers, based in Phoenix, Arizona. His lineage of master jewelers dates back to 17th century Italy. Al was born in Santa Clara, Cuba in 1959. Nine years later, when the revolution forced the Molina family to flee the grip of communism, Al settled in Chicago where he learned the diamond and gemstone business from his grandfather. He

came to Phoenix with a dream of starting his own jewelry store which came true in 1987.

Arizona Business Magazine has rated Molina Fine Jewelers first among jewelers in the state of Arizona for six consecutive years.



Michael O'Brian began his career in the investment business in 1969 as an advisor with Pitfield Mackay Ross (later Dominion Securities.) In 1986, he became Director and Vice-President of CanaccordCapital Corporation.

In 1991, O'Brian purchased a controlling interest in C.M. Oliver & Company Limited through PlanVest Capital Corporation (now C.M.

Oliver Inc.), a publicly listed company, in which he was President and controlling shareholder. C.M. Oliver Inc. subsequently became one of Canada's fastest growing companies, which employed over 700 employees. C.M. Oliver was sold in 1998. O'Brian is a director of several publicly trading companies and is active as an advisor to several investment funds.



Maria Pinelli is Americas Strategic Growth Markets Leader for Ernst & Young. She is responsible for a practice that is dedicated to serving fast-growth, high-potential companies that are evolving into market leaders.

Maria has briefed staff members of the House Financial Services Committee, the Senate Banking Committee, and the PCAOB on the

trends that are driving global activity in the IPO market. She testified before a House Financial Services subcommittee about the key findings of Ernst & Young's third annual IPO report. Maria graduated from McMaster University, Hamilton, Canada with a Bachelor of Commerce. She completed both the Harvard Business School and Kellogg School of Business programs.

2008 GSEA FINAL ROUND JUDGES



Paul Robshaw leads AIC Ventures, a real estate investment firm with offices in Austin, Dallas and Chicago, Illinois. He has been active in real estate investment and asset management for over 35 years and has formed 57 real estate partnerships and seven funds investing in over \$900 million of real estate. He founded AIC Ventures in 1990 as an investment entity for private investors. Prior

to 1982, Paul owned and operated one of the largest real estate firms in western New York. He has been involved in commercial construction, condominium conversion, land development and apartment and office building management and leasing.



Shelby Scarbrough's career began as a political appointee in the Reagan and Bush Administrations. Scarbrough has worked with such notable figures as: His Holiness, Pope John Paul II, Presidents Reagan, Bush, Ford, Carter and Nixon, President Walesa of Poland, Her Majesty Queen Elizabeth, Prime Minister Margaret Thatcher and Nelson Mandela.

Upon departing government service, she founded Practical Protocol. She also co-founded a non-profit organization called "Tech-Knowledge International (TKI.)". In 1995 she created a patient liaison service for a world-renowned pediatric cardiac surgeon in Geneva, Switzerland. She helped move the center back to the U.S. and served as administrator. Scarbrough is also a Burger King franchisee with 10 restaurants in Northern Virginia.



Erick W. Slabaugh joined his parents' company, ABSCO Alarms, Inc. in 1984 as a shipping and receiving clerk. He worked his way up the ladder to become CEO and majority stockholder. Erick has a National Independent Certification of Engineering Technologies (NICET) IV rating in Fire Protection Systems-Fire Alarms and has attended and passed numerous alarm industry factory-training classes.

He has been a member of the Entrepreneurs' Organization since 1997, serving the EO Seattle chapter board as Treasurer, Forum chair, President-elect and President. He has also been a member of the EO Global Board of directors.



USA Today's **Jon Swartz**, 47, is an award-winning technology reporter and author of *Young Wealth: Trade Secrets from Teens Who are Changing American Business* (Rooftop Publishing/September 2006). He has reported on Silicon Valley for more than two decades for USA Today, Forbes, the San Francisco Chronicle and other publications.

Swartz also lived in London, where he contributed to several dailies, such as the Times, Independent and Daily Telegraph. In 1997, the Chronicle nominated Swartz's revelatory Internet stories for a Pulitzer. He has twice been nominated for a Pulitzer by USA Today.



A goal-oriented life-long achiever, **Peter H. Thomas** has obtained success in all aspects of life by following the guidelines he established when he developed his personal LifeManual. Thomas founded LifePilot, a values-based life coaching organization, in 2003.

other significant ventures including Samoth Capital Corporation (SCC), and the development of the Four Seasons Resort and Hotel in Scottsdale, Arizona.

Thomas is credited as one of the world brand developers for Century 21 Real Estate, having been Founder and Chairman of Century 21 Real Estate Canada Ltd. Thomas has led numerous

Before becoming an entrepreneur, Peter served with the Canadian Army as a member of the Royal Canadian Dragoons Reconnaissance Squadron.



Ray Thurston was the Founder and CEO of SonicAir, a specialty transportation and logistics company headquartered in Scottsdale, Arizona, for 20 years until its sale to UPS in 1995. Thurston then assumed the position of Chairman of the UPS Logistics Group. He is an expert in supply chain management working with many industries in the redesign of their processes.

Thurston is an active investor in a number of companies. He is a board member of TGen Foundation and Conservation International. Thurston has won the Senator John McCain Award for Leadership and the Chairman's Award for his efforts with these two non-profits.



Bill Trimble is a serial entrepreneur. Starting in the Keg Restaurant Chain at the age of 17, he was owner of three Keg Restaurants by the age of 20. From those beginnings, Bill ventured into the public markets as a broker, and was named rookie of the year with Pemberton Securities. He has been involved in financing over 20

different public ventures in the mineral, oil & gas and industrial markets. Bill is one of the pioneers of the Young Entrepreneurs' Organization (now Entrepreneurs' Organization) and is currently Chair of the Past Presidents Committee.



Michael Zervas is currently CEO/Owner of Mountain Heart, a Center of Excellence for cardiovascular care in Flagstaff, Arizona. Prior that, Michael has built and sold a franchising company, a real estate development firm and a marketing advertising agency. Michael has received numerous awards for marketing excellence and entrepreneurialism. He has written nationally on the subjects

of advertising, marketing and sales, and is a frequent speaker at the university level. He has a wide range of influential relationships build over the years of solid entrepreneurial success. Michael graduated with a BS in economics from the University of Vermont in 1984.

2008 GLOBAL FINALS—SEMI-ROUND JUDGES

Andrea Azdril, Startech Global

Custom software development in the USA and China, Los Angeles

Leann Atwater, University of Houston

Professor of management, University of Houston Bauer College

Adam Blake

Multi-faceted real estate investment company, Forth Worth

Fran-Biderman Gross, Advantages

Helps companies stand out from the crowd, New York

Jade Bouelle, Talent Tech

North America's leading HR recruitment software companies, Vancouver, Canada

Heath Bradley, Emergency Restoration Experts

Emergency restoration experts, Phoenix

Chris Bryant, Reset Media

Leading high-tech entrepreneur involved in monetizing digital video content, New York

Geoff Burton, BW Imaging

Leading print company in Canada, Winnipeg Canada

Brendan Chiecko, Ten Minute Media

Leading design, marketing and branding company, Boston

Jonathan Davis, American Workforce

Premiere HR recruitment company for high growth businesses, Austin

Scott Fritz, The Growth Coach

Inc. 500 company, investor, built 100+ million dollar company, Las Vegas

Jason Fry, Zotes

Leading sunflower seed manufacturer, Salt Lake City

Dan Glisky, Compsat Technology

Provides customized information technology storage solutions, Detroit

Allan Grant, Webmasters International

Web development, San Francisco

Chuck Hall, Hall Management

Leading commercial construction company, Chicago

Tim Hamilton, Astonish Designs

Design and market websites that increase sales, Austin

Dan Heuertz, GotVMail

Provides restaurant management and efficiency services, Chicago

Sean Keener, Preferred Restaurant Services

Focus on independent destination travel and travel communities, Portland

Kim Kiyosoki

Author of *Rich Woman*, Phoenix

Richard Levy, AmeriTech

Salad Spinners restaurant chain, Chicago

Mike Maddock, Maddock Douglas

Provides marketing innovation strategies and management, Chicago

Sean Maney, Hair Max Software

Software development for hair salons, Boston

Todd Palmer, Diversified Industrial Staffing

Inc. 500 company. Diversified staffing company provides skilled personal for construction & manufacturing, Detroit

John Papaloukas, Villages Pizza

Chain of pizza stores, real estate development, Victoria

Marty Park, Evolve Business Group

Management consulting and coaching, restaurants

Ben Richter, Airport Logistics

Airport Material Intelligence System (AMIS tm) helping airports tighten security and systems, Houston

Adam Robinson, Illuma LLC

HR recruitment services, Chicago

Gary Robbins, Solutions by Design, Inc.

Chain of hair salons, Philadelphia

Jim Ryerson, Sales Octane

Sales consulting and coaching business, Grand Rapids

Peter Sage, Space Island Group

Space development company, Vancouver

Michael Sarafolean, The Orion Corp.

Provider of personalized residential support for persons with disabilities, Minneapolis

Roland Schuman, Symantec Corporation

Founder of Swapdrive. Recently sold to Symantec.

Rita Thomas, LifePilot

Foundation, author, board member multiple organizations, Phoenix

Bryan Vincent, Bryan Vincent Associates, Inc.

Phoenix

JAMMING WITH FRASER DOHERTY



Why did you choose to start a business?

As a kid, I was always interested in the creative process of coming up with simple products or services that people wanted to buy and was always trying to grow vegetables and look after chickens in my parents garden. At the age of 14, my Grandmother taught me how to make jam, and the same day I made a few jars and sold them to the neighbors. I enjoyed making jam that people enjoyed and saw it as a possible way to make a little extra pocket money.

I had no idea that, over the coming five years, this tiny enterprise would grow into a million dollar company that supplies Wal-Mart, Tesco and many other huge supermarket chains.

What are two lessons you have learned since starting your company?

I learned the importance of taking a break; when I was very excited about the growth of my company, I would work at the weekends and in the evenings. I've realized that by not working at the weekends anymore, I have more energy and enjoy what I am doing a lot more. I come into the office on Mondays feeling fresh and energized.

It also took me a while to learn that it is important not to expect people around you to be as excited about your business as you are; there are more important things in their lives. It is important not to expect people who are working for you to sacrifice their family lives or other things that are important to them in the name of your business.

Who is your entrepreneur hero and why?

I admire people like Anita Roddick of The Body Shop and Ben & Jerry. Those guys, and others like them, showed that you can build a business that aims to be socially, environmentally and financially sustainable all at once. A major motivator for me is the charity work that I am involved in. The SuperJam Tea Parties is a project that we have established that runs tea parties for elderly people who are housebound or who live in care homes. The aim is to bring friendship and fun into their lives to combat the loneliness many of them face. This month, we will run over 100 of these parties, benefitting thousands of elderly people.

Is it OK to fail and why?

The entrepreneur is someone who stumbles through life, constantly failing and making mistakes. The ones who do good things are those who keep trying, regardless of the setbacks and challenges they face. People who don't fail in life aren't pushing themselves as hard as they perhaps should be.

What was your biggest failure, and how did you learn from it?

There have been lots of mistakes, I make them every day. Probably the best story is that I spent about six months having packaging designed that was along a 'SuperMan' theme. Since the products are called 'SuperJam', we thought that was quite novel. I even had plans to get a superhero-esque costume designed, for me, "The Jam Boy." Needless to say, the supermarkets didn't think that was a great idea and we



had spent a lot of time and energy on it. The lesson was that it is important to understand what your customer wants and to engage them as best you can in the development of your product.

Where do you want your business to go?

At the moment, we are growing at an incredible pace, supplying over 1,000 stores in the UK. We're about to launch in some other European countries, launch new flavors and are in talks with potential partners in North America and elsewhere. Ultimately, I want millions of people to enjoy SuperJam on their toast in the mornings and to build a company that can support philanthropic projects that benefit tens of thousands.

What did it mean to you being the winner of the GSEA Award?

Winning the GSEA was probably the highlight of last year. It was a huge pat on the back that spurred me on to push the business into the next stages of its growth. I made a lot of friends from the competition and have visited them and learned about their businesses and views on life all around the world. I met successful entrepreneurs who showed me what is possible for the years to come.



2008 GSEA FINALISTS

MARCUS ANZENGRUBER



Background: My interest in the Internet started at the age of 13 when I began to construct my own home pages while I was a pupil at school. Then I began to make home pages for other people and also to sell advertising on my own website, *Snabbstart.com*. Directly after my 16th birthday I started up my own solo enterprise which turned over SEK 475 000 with a profit of SEK 270 000

during its first year of operation.

Today I am 19 and am running the company, Constant, parallel with my studies at the Stockholm School of Economics. Constant assists ad-intensive Internet companies to improve earnings from their Internet marketing. Customers include *Lensway, Travelpartner, Hitta.se and Bytbil*.

Marcus Anzengruber
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MARISA CHIEN



In her freshmen year of college, Marisa Chien pursued her passion for fashion and began crafting vintage jewelry pieces in her small dorm room. Utilizing eBay to start her own retail business, she quickly became a power seller. To her surprise, the eBay store became a huge success, and in 2006, *Missmisa.com* was established. With more than US\$30,000 net profit in its

first year, the buzz over *Missmisa.com* gradually grew, and the company was featured in Entrepreneur Magazine as an inspiration to young entrepreneurs all over the world. Marisa now resides in Los Angeles, California, USA, and is working to create new and unusual pieces for global customers.

Misa Chien
 misa@missmisa.com
www.missmisa.com
www.blog.missmisa.com



“With over 30K net profit in its first year, the buzz over Missmisa.com gradually grew and Misa was featured in Entrepreneur Magazine as an inspiration to young entrepreneurs all over.”

DOMINIC CORYELL



Dominic Coryell's company, Husky Express, is a high-tech laundry and dry cleaning service. The business' mission is to provide relief to the many time-pressed professionals and college students that live in urban areas. The service offers high-quality, next-day pickup and delivery of garments at a cost-competitive rate. By automating their entire process, Husky Express

has destroyed the correlation between increased volume and exponential mistakes that commonly plague the industry and hinders scalability. Customers can take advantage of a robust, internally developed software suite that enables them to track garment production, complete detailed special requests throughout the process and much more. More importantly, this software has enabled the company to scale beyond its competitors by creating efficiencies not commonly associated with the industry.

"To me, entrepreneurship is about challenging common knowledge and notions by building stronger, more recognizable and efficient systems to solve problems in a world where people wait for solutions," said Dominic. "I think entrepreneurs have a responsibility to themselves to empower the people around them with motivation and possibility that they would not find elsewhere. By leading others to innovate, we improve quality of life. I think a lot about being an entrepreneur is not being afraid to leave your comfort zone and to embrace chaos and stress as the ingredients that drive you to embark on bigger journeys and solve more complicated problems"

The latest advance Husky Express offering is the digital locker system that was internally developed. This stand-alone kiosk acts as a vending machine for customers to access their laundry without having to adjust their schedule to meet a driver. The security and convenience Dominic's business provides is unmatched in the marketplace. Husky Express has followed a slow and steady growth path for the past eight years, and it has programmed its system so that when it expands nationally, it can grow with less human error. Husky Express plans to embark on its national expansion plan in 2010. The company's 2008 revenues are approaching US\$800,000, with more than 1,200 customers. Husky Express plans to quadruple its customer base in 2009 now that the platform for its software can handle customers seamlessly.

Dominic Coryell
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www.huskyexpress.com

ROBERT DE LOS SANTOS



Robert De Los Santos is currently an undergraduate at the University of Houston's Wolff Center for Entrepreneurship. He is president of the Collegiate Entrepreneur's Organization and the sole owner of the largest inflatable party rental company in Texas, Sky High Party Rentals. His company provides its clients with inflatable rentals that

range in everything from Human Bowling to Inflatable Drive-Inn movie screens. Sky High Party Rentals specializes in niche products that travel to festivals, church organizations, and schools throughout the Texas region. His company is used as a fundraising vehicle for nonprofit events, as well as for his student organization, C.E.O. Robert plans to start several more locations of his party rental services in the near future, and is currently working on a deal that will take his products national. Sky High Party Rentals was recently featured in October's issue of Entrepreneur magazine for his accomplishments in school and business.

After putting together some of the largest events in Texas, Robert De Los Santos uses his experience and equipment rentals to branch off into other entertainment industries—including film, art, and music. What started as a hobby of frequenting starving artist's shows has now evolved into a promotions company called, indiehouston.org. With this new company, Robert aims to put Houston's independent artists back on the map while providing Houston with entertainment that pushes imagination as far as it can go. Currently Robert is looking forward to the C.E.O. National Conference with plans to take on more competitions with his team of commanding members from the UH C.E.O. chapter.

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"His company provides its clients with inflatable rentals that range in everything from Human Bowling to Inflatable Drive-Inn movie screens."

2008 GSEA FINALISTS

JAKE DUNEIER



Jake Duneier grew up in Merrick, New York. He lived a typical suburban lifestyle and was always fascinated with entrepreneurship-although he may not have known what the word meant. In high school, Jake started a car wash business with a friend, which led to a full time summer job, but ended once the neighbors voiced their complaints about the number of cars coming down the block!

Now, as an entrepreneurship major at the Martin J. Whitman School of Management, Jake has come to define entrepreneurship as the evolution of an idea into a working enterprise. "Perhaps it's the excitement we feel from the final product after a long output of effort; or even the sense of accomplishment while surpassing each and every step that helps transform an idea into a business. These are the feelings that make Entrepreneurship such an exciting field, and explains exactly why I am infatuated with the whole process," he said.

Jake has had these feelings since the birth of his company, Wholesale Jewelry Liquidators NYC, Inc. At first, it was a tough transition from dreaming to doing, but today, Wholesale Jewelry Liquidators has earned over \$1.5 million in revenues and only expects a steady growth throughout the upcoming years. Currently, Jake is working from the School of Management within the Couri Hatchery program, which is a student-centered business incubator. If all goes according to plan, he expects Wholesale Jewelry Liquidators to grow rapidly in the upcoming years. Jake's future plans are to study abroad in Prague, Czech Republic, during the 2009 spring semester.

Jake Duneier
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ARTHUR EBELING



Arthur Ebeling has always been driven by an entrepreneurial penchant. His interest in commerce and economics was fostered early. In seventh grade, he prevailed over high school students to win the West Virginia state social studies fair in the category of economics. Having started his first business in high school, Mr. Ebeling garnered experience in a number of professional capacities. In 2004, he obtained his real estate license and co-founded a real estate investment company.

He also operated a Web development and media services company, Artisan Web Solutions, Inc., during his early college years. In addition to these efforts, Mr. Ebeling has held positions with the United States Coast Guard Operations Systems Center and the office of Senator Jay Rockefeller of West Virginia. In 2006, he launched Eastern Isles Teas and Tonics, a premium loose leaf tea purveyor. He expanded Eastern Isles' operation to further include the launch of a tea room in the Washington, DC area, the Eastern Isles Tea House. The success of Eastern Isles earned Mr. Ebeling media coverage through CNN, AOL News, Entrepreneur Magazine, and Fresh Cup Magazine. Mr. Ebeling has long established environmental tithing as a critical cornerstone of Eastern Isles' culture. His belief in advocacy and social responsibility is perhaps best exemplified in the 2008 establishment of his non-profit, the Arthur J. Ebeling Foundation, which focuses on three fundamental principles: energy, environment and education. Mr. Ebeling is currently a contributor to Young Money Magazine Online.

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"At first, it was a tough transition from dreaming to doing, but yet, by far the most exciting. Today, Wholesale Jewelry Liquidators has earned over \$1.5 million in revenues and only expects a steady growth throughout the upcoming years."

WILLIAM FIKHMAN



William Fikhman was born with an entrepreneurial spirit. At the young age of 10, after making stress balls for a class activity, Fikhman capitalized on the opportunity and began manufacturing stress balls at home. He then proceeded to sell them for \$1 a piece to family and friends. At 12, he started a dog walking service and soon hired two employees to work for him while he managed the client

relationships and revenue collections. At 16, he began selling artwork at a local art gallery, learning and developing his own art of selling. And in December 2004, at the age of 19, Fikhman became one of the first and youngest owners of an iSold It franchise, a Drop Off Store concept that helps people sell their items on eBay. In just four months after his first store opening, William Fikhman raised an additional \$150,000 in capital and went on to open his second location in 2005. Sales continued to grow steadily and in 2006 topped \$1 Million, landing Fikhman a featured spot in Entrepreneur's Start Up magazine as one of "7 Entrepreneurs Who've Hit It Big before their 25th Birthdays."

Fikhman has worked aggressively to expand and cultivate his business. In 2007, he opened up his sales to countries beyond the United States and today sells to most countries of the world. He also plans to expand iSold It beyond eBay and become the connection between the online and physical worlds. Fikhman continues to grow his business through sales across numerous online platforms such as Amazon, Shop.com, uBid and iSold It's direct online Store Front.

As an entrepreneur, Fikhman continues to develop and grow everyday. This year, Fikhman has earned his Bachelor of Science degree from California State University, Northridge, majoring in Accounting and Business with Honors. He has been recognized with Dean's List Honors for five consecutive semesters and devoted much of his time to student organizations including Accounting Association, Beta Alpha Psi, Alpha Epsilon Pi and the Business Honors Association.

In between meeting with clients and managing his business, Fikhman always makes time to maintain a balanced life style. He enjoys spending time with family and friends, traveling the world and reading books and magazine on various business topics.

William Fikhman

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SETH FLOWERMAN



During the summer of 2002, 16 year old Seth Flowerman interned with Cantor Fitzgerald, a leading financial services provider in London. Over dinner one night, Seth's career mentor, Ken Rideout, suggested that he write a business plan to bring the internship experience to the United States. Eight months later, Seth's business plan won first place in the "Young Entrepreneur's Challenge" sponsored by St. Michael's College in Winooski, Vermont. In July 2003, Seth Incorporated, and Career Explorations, LLC was born.

Career Explorations offers structured summer programs that allow high school students to explore fields of personal interest through hands-on, month long internships. Over the past five years, hundreds of students from more than a dozen countries around the world have participated in Career Explorations programs. From the beginning, Career Explorations has been committed to helping participants explore their passions and in the process has also provided more than \$50,000 in scholarships for underprivileged students to attend its programs.

In September 2004, following Career Explorations' successful inaugural season, Seth was the recipient of the 2004 Junior Achievement Student Entrepreneur of the Year award. Seth has won several other awards for entrepreneurship and has been featured in Business Week and Forbes. Seth holds a B.S from Cornell University in applied economics and management and is currently pursuing his MBA at the S.C. Johnson Graduate School of Management at Cornell University as well as a Masters degree at Cornell University's ILR School.

Seth Flowerman

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2008 GSEA FINALISTS

BRENT FOSTER



A resident of Mesa, Arizona, USA, Brent Foster is the CEO and Founder of Xenula Corporation, a manufacturer of portable surveillance units. The Xenula Portable Surveillance Unit (XPSU) is an autonomous mobile security solution that provides 24/7 accessibility to on-site monitoring and augments existing security personnel. Users are able to view live or recorded video feeds of remote

sites and properties to monitor on-site activities and deter criminal behavior.

Dynamic autonomous surveillance systems are the future of the security industry, says Brent, and portable surveillance units are the catalyst of change. Regarding entrepreneurship, Brent believes it is a prime innovator of better business.

"Entrepreneurship is the driving force behind innovation and advancement. All of the perseverance and sacrifice that you put into a new venture or concept is worth it if it makes life easier or just a little bit better," said Brent.

For more for more information about Brent's company, you can visit his Web site: www.xenula.com.

Brent Foster

Xenula Corporation

<http://www.xenula.com>



BEN FREIN



Ben Frein is currently a senior computer science and finance double major at the University of Northern Iowa. Ben received a four-year, full academic scholarship to the University of Northern Iowa and has been on the Dean's list each semester. Through his participation in the John Pappajohn Entrepreneurial Center, Ben has helped other business owners by

providing assistance to help them start and grow successful online ventures. For his help, Ben received a Special Service recognition award from the business incubator in 2008. In 2007, Ben was recognized as the John Pappajohn Entrepreneurial Center Student Entrepreneur of the Year.

As the owner of E-Holdings LLC. (E-Holdings), Ben is actively involved in the company's financial, inventory and marketing management. E-Holdings is an innovative Internet holding company that operates and manages a portfolio of e-commerce Web sites. The company was founded in April 2006 with the introduction of the company's first Web site, BellyBling.net. Since the founding of the company, BellyBling.net has grown to become very successful, with belly button rings being shipped throughout the world. BellyBling.net has been able to obtain a consistent #2 ranking on Google for the search term "Belly Button Rings." BellyBling.net has also advertised in national magazines such as Cosmopolitan, Teen Vogue, People, Stylewatch, US Weekly and more.

In addition, BellyBling.net has a customer mailing list in excess of 15,000 names. Recently, E-Holdings acquired another e-commerce Web site, GreatMiniatures.com. GreatMiniatures.com serves a niche hobby market by selling miniature dollhouse collectables and accessories. Ben is also the owner of All Media Hosting, LLC., which consults with small companies to develop their online presence and effective Internet marketing strategies. All Media Hosting is also the parent company of a successful computer component e-commerce store.

Ben also recently became the CEO and part owner of Midwest Air Taxi located out of Waterloo, Iowa, USA. After obtaining his pilot's license, Ben developed a passion for aviation. With the recent airline cutbacks into small airports, increased fees and long delays, Ben decided, along with a partner, to launch a regional air taxi service offering economical air flight to Midwest destinations without the long lines, security waits and delays of traditional airlines.

Ben Frein

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JON GOODMAN



Jon Goodman is a senior Business Development major at St. John's University in Collegeville, Minnesota, USA. Jon founded JGoods Custom Sneakers in the summer of 2002 when he was a sophomore in high school. JGoods Custom Sneakers is a Web-based, limited-liability company that began by providing hand-painted custom sneakers for various clients

around the world. As interest in the company grew, Jon developed a simple-to-use "Shoe Customization Kit" that allowed any person to customize their shoes as long as the shoes are leather. The kit features his specially mixed "JGoods Paint Formula" that does not chip, crack or rub off.

Regarding entrepreneurship, Jon says, "I think it's important for all students to take a shot at starting their own company. I've been lucky enough to go to a school that is extremely supportive of young entrepreneurs, and I think every school should continue to develop their entrepreneurship programs. By experiencing entrepreneurship firsthand, students are able to learn things that would not be possible to learn in one single class."

Jon's work can be seen in stores from Minneapolis, Minnesota, to Japan. Some of his famous clients include Jay-Z, Pharrell Williams, Joe Mauer, Paul Wall and Cam'Ron. To learn more about his company, visit www.thejgcustoms.com. Jon currently resides in the Twin Cities area of Minnesota.

Jon Goodman

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"I think it's important for all students to take a shot at starting their own company. I've been lucky enough to go to a school that is extremely supportive of young entrepreneurs and I think every school should continue to develop their entrepreneurship programs."

ETHAN HEINTZELMAN



Ethan Heintzelman is a native of Central Florida, USA. He was born in Daytona Beach and raised in Altamonte Springs, a suburb of Orlando. After graduating from high school, he lived for two years in Ecuador as a volunteer missionary. During that time he formed a close bond with the people and an affinity with their culture. Shortly after his return from Ecuador in late 2004, Ethan began his

first semester at Brigham Young University in January 2005. Motivated by his concern to help the people of Ecuador, Ethan explored several business opportunities in that region. In March 2006 he founded Elite Express S.A. (DBA Elite Courier) in Guayaquil, Ecuador's largest city. In creating Elite Express, Ethan set three specific goals: (1) make a profit, (2) generate employment opportunities in a severely underemployed economy and (3) set an example of business ethics in an environment where many business deals are questionable, at best.

Though Ecuador has a national postal agency, its postal system is privatized and deregulated. Most businesses in Ecuador choose to handle their mail through private couriers, such as Elite Express. Elite Express is a postal service that manages mail within Ecuador's largest cities. Elite's clients include retail stores, department stores, credit card companies, universities, banks and government agencies. Types of deliveries range from mass marketing to certified deliveries, including products such as credit cards, bank statements, medicines, magazines and store catalogs. From March 2006 to February 2008, Elite went from employing four people to more than 100.

Its focus on effective leadership, operational transparency and strategic alliances constitutes the key to Elite's success. Ethan summarized his business philosophy by saying, "I am convinced that business is about mutual benefits. I have never been attracted to a business deal that was dishonest or unilaterally beneficial. My success is a product of my clients' success."

After a semester-long leave of absence to continue developing his business in Ecuador, Ethan will return to Brigham Young University in January 2009 to finish a Master's Degree in accounting. Reflecting on his own entrepreneurial experiences, Ethan commented, "The most important lesson I've learned during the past three years is that business is much more about people than it is about business."

Ethan Heintzelman

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2008 GSEA FINALISTS

TRENT KIRK



After being raised in the country and then moving to the city for University, I quickly realized I had an attitude and drive to do things that “other people didn’t want to do,” i.e. mow lawns to make money.

With limited startup money available, I hosted numerous parties that quickly spread the word about South Brisbane

Grass Cutters (SBGC). We sold merchandise to raise capital, and this money allowed SBGC to eventually upgrade from a Ford Laser to its first trailer and mowing outfit.

South Brisbane Grass Cutters now has four contractors and focuses most of its work in South Brisbane. My property maintenance business instills a “flare.” It’s different than other operations in that it offers novelty promotions, such as “shirts-off specials” for our female clients, “backyard cricket pitches” for our male customers and regularly hosts, organizes and sponsors “house parties” throughout Brisbane.

SBGC prides itself on reliability, punctuality, a good work ethic and a “spark” that makes people remember the Grass Cutter name.

I currently live in Brisbane while I’m working to complete two University degrees in education (health and physical education) and criminal justice. While here, I am taking advantage of the opportunity to learn from one of Australia’s leading real estate salespersons and develop another business that will be launched in February 2009. Before my time in Brisbane, I grew up in Bundaberg, Queensland.

My personal theory regarding entrepreneurship is as follows: The concept of entrepreneurship is about finding a problem and creating a unique way to solve it. To be an effective entrepreneur, positive thinking is a necessity. I believe my greatest assets of patience, persistence and determination allow me to develop strategies to change vision into reality.

Trent Kirk

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CRAIG MARTYN



Born and raised in Southern California, Craig Martyn has been a business and railroad enthusiast since his early childhood years. In 2000, at age 15, Craig started BLMA Models, a manufacturer of highly accurate locomotive and detail accessories for the model train industry. After learning the aspects of the industry by working for several different companies, Craig

applied his keen sense of both the industry and market to quickly establish BLMA Models as a fresh, innovative company. BLMA Models now boasts a product line of 200+ products in multiple scales, five distributors and access through thousands of hobby dealers worldwide. All products are researched and designed by BLMA Models employees; however, production is split between two factories in China. Craig has visited the Chinese factories to ensure quality, pricing and delivery objectives are met.

Now, at age 23, Craig has developed the business while continuing his education at Cal State University in Fullerton, California, USA. Craig is majoring in advertising with a minor in business administration. The success of BLMA Models can be attributed to his formal education, combined with the applied knowledge he’s obtained from running BLMA Models. Currently, BLMA Models has expanded to produce rolling stock for the model train market, something Craig considers the logical “next step” in growing the business. With the continued success of BLMA Models, Craig plans to expand into different markets, utilizing current and future manufacturing techniques and his years of applied experience.

Craig Martyn

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www.blmamodels.com

“BLMA Models now boasts a product line of 200+ products in multiple scales; five distributors; and access through thousands of hobby dealers worldwide.”

JOSEPH MONCADA



With a true business mind and instinctive entrepreneurial skills, Joseph Moncada was born to be a leader. While attending the Schulich School of Business at York University, Joseph didn't want to settle with a normal internship at a bank or marketing firm. Thus, with a desire to show his creativity and leadership skills, Joseph opened the first Sweet Tooth Candy Emporium in May 2006.

All of his past work experience—from acting as a Sales Representative for Hewlett Packard to cleaning dishes and cooking fish and chips—coupled with his innate athleticism and competitive drive provided Joseph with the foundation necessary to strive for success in the business world.

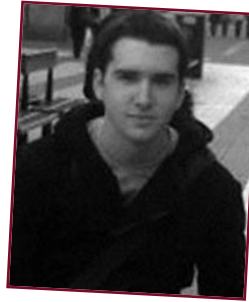
After conceptualizing the Sweet Tooth concept and researching the perfect location for his first retail store in Wasaga Beach, Joseph branded Sweet Tooth not as a regular candy shop, but as an integral part of the Wasaga community; the sole location on the strip to find rare, retro and imported candy. Sweet Tooth's emphasis on importing rare goods has made a globetrotter out of Joseph, who has travelled across Europe and Asia in search of new products and suppliers. He has expanded his product line to include everything from ice-wine candies from Vancouver to quality chocolate from England to more than 20 different flavors of Kit-Kat from Japan.

In June 2008, Joseph graduated with an honors degree in international business and a specialization in marketing. While pursuing undergraduate studies on a full-time basis, Joseph managed to expand Sweet Tooth into several retail locations, various seasonal kiosks and a Web business. He also created a street team for special events and large business-to-business accounts, and he increased the number of Sweet Tooth employees from three to 27 in only two years.

In short, he is driven; look out for a Sweet Tooth near you!

Joseph Moncada
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www.sweettoothcandy.ca

KIERAN O'NEILL



Kieran founded his first business, a video sharing site started two years before YouTube, when he was 15 years old. After growing it to 1 million video views a day, he sold it in early 2007 for US\$1.25 million to a publicly listed US company. Whilst running that company, he also co-founded *PSU.com*, an online video games magazine which has grown to 1.5 million unique readers a month.

The company is now profitable and is run by an international team full-time.

Kieran is currently attending school at the University of Bath in the United Kingdom, though he has taken a sabbatical to focus full time on his third venture: *Playfire.com*, a social networking platform for video game players. After raising US\$1 million in funding from some world-class investors (including Michael Birch, founder of *Bebo.com*, which recently sold to AOL for US\$850 million, and Chris Deering, previous chairman of Sony Europe) they launched in June 2008 with 25,000 gamers already signed up and are growing fast.

Kieran currently lives in London and is experiencing a few of the advantages of building tech companies outside of the Valley (less competition for talent, access to localized markets, etc). He believes that you should help out as many people and fellow entrepreneurs as possible, as the goodwill will always come back over time. Apart from entrepreneurship, he enjoys exercising, hanging out with friends and writing biographies about himself in third person.

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“You should help out as many people and fellow entrepreneurs as possible, as the goodwill will always come back over time.”

2008 GSEA FINALISTS

DAMIAN PANOZZA



Damian Panozza is the Founder of Balance Psychology, a business that assists individuals and organizations to increase their ability to function healthily, improve wellbeing and achieve their goals. Damian lives in Seaford, Melbourne, Australia.

Regarding entrepreneurship, Damian says, "Entrepreneurship to me is having the courage to throw yourself headfirst into an opportunity you can find, or create yourself, then leverage off it to generate bigger and better opportunities. It creates an upward spiral like a whirlwind. You have to have the vision, drive and belief to carry it through."

Damian Panozza

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JOSEPH PASCARETTA



Joseph Pascaretta was only 11 in 1999 when he launched himself as an entrepreneur. He loved airplanes and took pictures of them for his friend Aaron Downen—now his business partner—to put up on a Web site. With their knowledge of the Internet, the friends designed a Web site for a local construction company, pitched it to the firm and had their first customer. With the help of a co-signing

lawyer, the entrepreneurs were able to sign contracts despite their age and grow their IT business, which is now Alps Technology International.

In 2002, when a client mentioned that keeping up the grounds of his business was a big expense, Pascaretta saw a new opportunity and started The Alps Lawn Co. He began cutting lawns and landscaping, growing his client base until he needed to hire managers and employees to take over.

When he turned 15, Pascaretta added another aspect to the business, capitalizing on his interest in planes and earning his pilot's license, allowing him to take aerial photos of clients' landscaping. And his IT company gave him an additional advantage, as he developed software that lets clients see what the finished landscaping will look like before they commit to the project.

With all of his success, Pascaretta has no intention of slowing down. In the next five years, he plans to become immersed in the Asian market and get into the health care field through software. He also plans to take The Alps Lawn Co. national and is moving it into several states beyond Michigan.

Joseph A. Pascaretta was recognized as the Ernst & Young Entrepreneur of the Year 2008, becoming the youngest winner in the world. Alps International was recognized for its success within three separate industries—internet technology, horticultural services and asset management. Alps continues to innovate each industry with the use of technology in each part of its operations. The Alps executive board is committed to diversifying the markets of Alps services. In addition, Alps International has expanded its operations to over 15 countries and over 100 employees. Pascaretta is graduating from the University of Michigan a year and a half early with a bachelor's degree and concentration on business and economics. He plans to pursue an MBA following graduation.

Alps International is a product solutions company comprising of Alps Technology International, The Alps Lawn Company, and Alps Holding Group, based in Irvine, California and Rochester Hills, Michigan.

Joseph Pascaretta

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CAMERON PORTER



Snoshack Oasis started back in 1999 as summer was fast approaching, and I wanted something more exciting than “flipping burgers” for a summer job. After searching, I found a shaved ice business for US\$7,000. With some financing assistance from my Dad, and a brother for my partner, we bought the business. By running a smooth operation, putting customers first,

using the best product and other simple business practices, the business grew, and three years later sold for just under US \$30,000.

As you can see, we realized the potential for this business and ran with it. Never did I imagine the growth I would experience running a shaved ice business! Since my humble beginnings nine years ago, the business has seen its share of ups and downs, but overall, it has experienced a lot more ups. I have used the profits from the business to put me through school, letting me not work during the school year. My current setup is doing extremely well, and from a sales-per-month ratio, is the highest grossing Snoshack shaved ice business in the nation.

In 2004, I had the opportunity to join forces with a long-time business partner in acquiring Snoshack Inc. (www.snoshack.com), the world-wide distributor of Snoshack shaved ice products. This is the company that started the shaved ice revolution, and it was a great pleasure to be able to become part owner/Vice-President of the company.

I will graduate in December 2008 from Brigham Young University in Idaho, USA, with a B.S. in business management/supply chain and a minor in Chinese. I will always have a passion for working with shaved ice, and I will do it wherever I live. The profits are great, the margins are awesome and the experience is one in a million.

Cameron Porter
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“I will always have a passion for shaved ice and do it wherever I live. The profits are great, the margins are awesome, and the experience is one in a million.”

KEVIN PRINGLES



Kevin Pringles is a 23-year-old entrepreneur from Tempe, Arizona, USA. Kevin got his entrepreneurial start in 2006 when the ASU Edson Entrepreneur Initiative awarded him a startup business grant of US\$10,000 for Chill Factor Clothing Company. Since then, Chill Factor has developed an innovative and effective product line of 15+ cooling hats and shirts. These products are set to launch in 2009.

Kevin also co-founded the Club E Network, which is an organization that provides resources, media and executive office space for entrepreneurs. The Club E Network is launching eFactory franchises, which offer business incubators and executive offices for entrepreneurs. The company is also developing media for entrepreneurs in the form of magazines, films and books.

Kevin’s three entrepreneurial passions are developing clothing, media and entertainment venues. He is leading the development of an environmentally friendly, active-lifestyle park community with numerous amenities, including extreme sports attractions, resort accommodations, concert venues, retail shopping, residential and other unique experiences. Kevin is partnering with various real estate development and entertainment development companies for the project. They expect to build the new development in the East Valley of Maricopa County, Arizona.

Kevin Pringles
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www.ChillFactorClothing.com



2008 GSEA FINALISTS

MARLEENE QUINONES-ALICEA



Marleene is a student at Interamerican University-San German, majoring in Business Administration.

Her company is a retail store of casual and sports clothing accessories for the young and fashion conscious crowd. The name of the company is: New Wave Surf Shop

In September 2005 New Wave Surf Shop opened its doors to the public. The founder's enthusiasm towards the sport of Surfing motivated her to establish a place where the lovers of this sport could buy clothing and accessories related to the sport.

New Wave started with 2 brands only, and has today, available for sale more than fifteen lines: Rip Curl, Nixon, Element, Natty, Salinas, Split, Reef and others.

In less than a year New Wave has already expanded its facilities and has surpassed some of the objectives that had been set out, when it was first founded.

"Five years from now, we expect to expand ours stores to other cities in Puerto Rico and enter the international market. We also intend be able to sponsor youngsters competing in the sport of surfing", said Marleene Quiñones, founder and manager of the New wave Surf Shop.

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"Five years from now, we expect to expand ours stores to other cities in Puerto Rico and enter the international market."

DAVID ROSENBAUM



David Rosenbaum is the Founder and President of North Texas Pyrotechnic Productions, LLC. After working for other pyrotechnics firms, he saw an opportunity to provide affordable fireworks displays for weddings, corporate events, private parties, sporting events and all other special occasions. According to David, most public fireworks shows range from

US\$10,000 to \$60,000 in cost; however, David provides displays starting at only US\$2,000. Through David's company, fireworks displays are affordable for consumers looking to add a memorable experience to an event.

North Texas Pyrotechnic Productions primarily serves the Dallas-Fort Worth area in Texas, USA, although they are able to work anywhere in the state. Licensed and insured, David is able to obtain permits to perform breathtaking displays from rooftops, golf courses, lakes and even indoors. He has appeared on FOX 4 news as a local fireworks expert discussing industry issues, in addition to several local newspaper publications.

David is from Lewisville, Texas and is a senior at the University of North Texas. His personal entrepreneurship theory is to be creative and innovative. With every fireworks display, David looks for new ways to produce a fantastic show. This attitude has allowed him to keep his displays affordable, in spite of rising costs of fireworks and other materials. For this reason, his success in this industry continues to grow.

David Rosenbaum
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www.NorthTexasPyro.com



JASON SCHUTZBANK



Jason Schutzbank is currently a senior at Emory University's Goizueta Business School, concentrating in marketing and organization & management. Promoting the entrepreneurial spirit at Emory, Jason is the president of the Emory Entrepreneur Network, which is dedicated to exploring entrepreneurial opportunities and challenges specifically as they relate to undergraduate

university students. He has also been the teaching assistant for an integrated marketing communications class, where he has assisted teams in putting together campaigns for The Coca Cola Company and Subaru of America.

Jason is the founder, executive vice president, and Chief Technology Officer (CTO) of College Tonight, Inc., a publicly traded social media company that develops and operates various properties, including TheQuad.com, designed for the college market. He sets the vision and direction for the company's technology and identifies future emerging trends in social networking. Jason is directly responsible for leading the programming efforts of College Tonight's online properties, taking ideas from concept to reality. In addition, he assists in the company's funding initiatives and daily operations.

As president & CEO of Philly Designs LLC (phillydesigns.com), a web design and development company based in Philadelphia, Jason has helped many businesses enter the online world. Notable clients include the WahlRich Group, Jana Water, Marty Shoes, Pipila USA, Business Book Review, and Julian Krinsky Camps and Programs. He has worked on many successful branding and marketing campaigns, with an emphasis on ease of use and utilization of revolutionary strategies, making his clients leaders in e-commerce and online marketing. His creative ideas were recently implemented during a campaign for Subaru of America. Jason is a sought-after speaker, featured at YPulse Youth Marketing Mashup and The Entreprenliance, and is quoted in many newspaper articles and magazines.

Jason received his high school diploma from The Haverford School, earning numerous honors including the Federal Reserve Bank of Philadelphia Prize in Economics and the Rudolph Hamma Blythe, Jr. Computer Award. While at Haverford, he founded both the Computer Club and the Robotics Team.

Jason Schutzbank
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www.thequad.com

SCOTT SKELLY



I started Corn Mazes America when I was a sophomore in high school. I had been creating the corn maze at my family's farm, Skelly's Farm Market, in Janesville, Wisconsin, USA, since I was 10 years old. I decided to write a book to help other farmers learn how to create their own corn mazes.

Soon after self-publishing the book, farms starting contacting me wanting me to design and cut a corn maze on their farm. I had to take my dad with me to my first client meeting because I was not old enough to drive. However, farms saw the quality work I had done on my family's farm and hired me for projects worth more than a thousand dollars. After designing for three farms my first year, I decided that I could expand my company.

By 2008, I designed corn mazes for 20 farms across the US and even drew a design for a farm in British Columbia. In 2007, I worked with an entire village of farmers in China just outside of Beijing to create the first corn maze in that country.

In July 2008, I worked with the Great Performers of Illinois Music Festival to create a unique, giant corn maze. In 10 hours overnight, I coordinated and led a team of 20+ people to create a corn maze in Millennium Park in the heart of downtown Chicago.

I now spend my summers traveling the country and living out of my work truck (a modified retired ambulance) with a specialized lawn mower and some very high-tech GPS equipment. I travel from Minnesota to Maryland and work at many places in between. While farmers hire me for creating corn mazes, I spend a lot of time working with each customer to create an overall plan for their farm so that they may be successful.

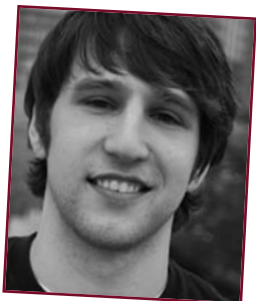
I am currently a junior at the University of Wisconsin-Platteville, and I am majoring in both agribusiness and public relations.

I believe that to be a successful entrepreneur, you have to love what you do. When a farm is in financial trouble, I enjoy seeing it become successful because of the work that I do. I would rather work at a low-paying job employed by someone else than work at a job I do not enjoy. Life is too short not to have fun, so I try my hardest.

Scott Skelly
scott@cornmazesamerica.com
www.cornmazesamerica.com

2008 GSEA FINALISTS

RYAN UNGER



Ryan Unger is the Co-Founder and Creative Director of Punchkick Interactive, America's first design firm to focus exclusively on full-service mobile marketing. The firm specializes in creating text-message campaigns; mobile games; mobile Web sites; Flash Lite content; custom iPhone, Windows Mobile and Java ME applications; Bluetooth marketing campaigns and more.

Ryan, who currently resides in Cleveland, Ohio, USA, has more than nine years of experience with Flash software and is an Adobe Certified Flash Lite 1.1 developer, Adobe Certified Flash 8 designer and Qualcomm BREW authorized developer. He has received a number of design and marketing awards from organizations, including the American Advertising Federation, the Public Relations Society of America, the Web Marketing Association and the West Virginia Flash Animation Festival. Additionally, he serves as a judge for the Web Marketing Association's WebAward competition and sits on Adobe's Mobile and Devices Advisory Committee.

This year, Ryan has helped his company grow by more than 1,200 percent while creating mobile campaigns for brands, including AT&T, Qualcomm, UPS, Intel and Pearson Education. Ryan is heavily involved in the Flash Lite community, both in Flash Lite-focused Web forums and Punchkick Interactive's mobile marketing blog. His personal theory on entrepreneurship is quite simple: Only work with talent that is better than you. By working with individuals who shine in areas where you are weak, you allow your business to grow in new and dynamic directions.

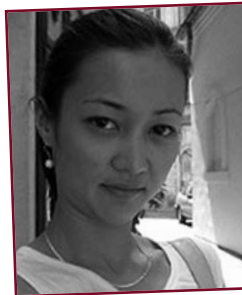
Ryan Unger

ryan@punchkickinteractive.com

www.punchkickinteractive.com

"Only work with talent that is better than yourself. By working with individuals who shine in areas where you are weak, you allow your business to grow in new and dynamic directions."

NATASHA WOOD



The Kitchen Guys was founded in 2007 with the intention to supply and install quality kitchens at affordable prices. The company imports all the cabinets and doors from China, thereby extending cost savings to our customers. In Australia we source kitchen hardware, appliances and stone. The Kitchen Guys employs four full-time employees, subcontractors and a full-time employee in China to manage the orders. The Kitchen Guys also has two

offices and showrooms with the view to open a third. The company has been approached by several small development companies to supply and install kitchens in small development projects in and around Sydney, Australia.

I was born in Australia and lived in Shanghai, China, for four years. I speak both Russian and Chinese, and I am currently working toward a bachelor's degree in commerce with a major in accounting at Macquarie University. I am the sole director of the company. My father is an opportunist, and I like to think he's a great entrepreneur who started me on my path to private enterprise. He always dealt in importing building materials and gave me all of the background knowledge and contacts needed to start a business that deals with China. The idea of supplying kitchens came when I looked at the then costs for purchasing and installing a kitchen. It was extremely expensive—something that not many households could afford.

Many "first-time home buyers" could only afford properties that were older and needed some renovation. I did some research on pricing and found that the larger kitchen companies in Australia had such high costs because all of their labor occurred in Australia. With the help of my father, we found a factory in Guang Zhou, China, that could manufacture fully made kitchens. The comparison cost savings were huge. In Australia we offer all the services needed for a fully operational kitchen. We have partnered with electricians, plumbers and tilers on a contracting basis (again to save costs).


Given Australia's current skills shortage, the Australian government has provided subsidies for apprenticeships in all trades and subsidies for companies that facilitate a training workshop for these apprentices. We have taken advantage of these incentives and started a training workshop to hire young apprentices and help them on their way toward licensed tradesmen.

My personal theory regarding entrepreneurship is as follows: I believe in building strong networks and relationships, as well as gaining inspiration from others in all walks of life. I don't think I am an entrepreneur, rather I think I am doing something that I love and it just happens to be entrepreneurial.

Natasha Wood

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www.thekitchenguys.com.au

A portrait of Andrea Azdril, a woman with blonde hair, smiling. She is wearing a black polka-dot top and a pearl necklace. The background is a blurred outdoor setting with green foliage and a blue sky.

“It is undeniable that Accelerator is directly responsible for launching my company to new levels of growth.”

**—Andrea Azdril
Startech Global**

Accelerator

an Entrepreneurs' Organization program

in partnership with

Mercedes-Benz Financial

Joining Accelerator was the single best thing that I have done for my business. Since joining the program, my revenues have skyrocketed into the millions and I feel confident about the future.

It is an undeniable fact: Accelerator is directly responsible for launching my company to new levels of growth. When I started my company, my goal was to build a rapid growth, international software development firm. There were a million possible mistakes that could be made; I was making most of them. I knew there had to be a better way.

That's when I discovered the Accelerator Program offered by the Entrepreneurs' Organization.

Instead of tackling challenges on my own, I suddenly had a support team of peers by my side. I have been able to learn from the experiences of other entrepreneurs, and it was the Accelerator curriculum that gave me real and practical tools to grow myself and my business.

EO mentors have helped me become a true leader.

ACCELERATE YOUR BUSINESS. Find out more and apply at: www.accelerator.eonetwork.org or contact accelerator@eonetwork.org

A MOMENT WITH JOE KEELEY

Why did you choose to start a business?

The business choose me. I saw an opportunity in the market and thought I could "make a few bucks" while a sophomore in college. As I did make some money I, like many entrepreneurs at heart, reinvested and imagined making it bigger. Now, we are the largest employer of nannies in the USA with offices in 16 states.

What are two lessons you have learned since starting your company?

1. Revenue first : one can spend a lot of money on a business before generating the first dollar. Validate the concept by selling something first, especially in service organizations.
2. Simplify : I spent seven years making my business complex thinking that it created value. It did the complete opposite. Make it simple.

Who is your entrepreneur hero and why?

Ray Kroc – as the franchisor of McDonald's, he knew the power of a system.



Is it OK to fail, and why?

Sure. For many entrepreneurs, the margin between failure and success is paper thin. The key is whether you get back up again.

What have the Accelerator program and Entrepreneurs' Organization done for you?

I helped launch the Accelerator program in MN.

Accelerator and EO have provided me with a group of peers that were like me. They too had a thirst for learning and want to achieve great things.

Where do you want your business to go?

College Nannies & Tutors is on track to have 75 owners and be a \$50M brand.

What did it mean to you being the winner of the GSEA Award?

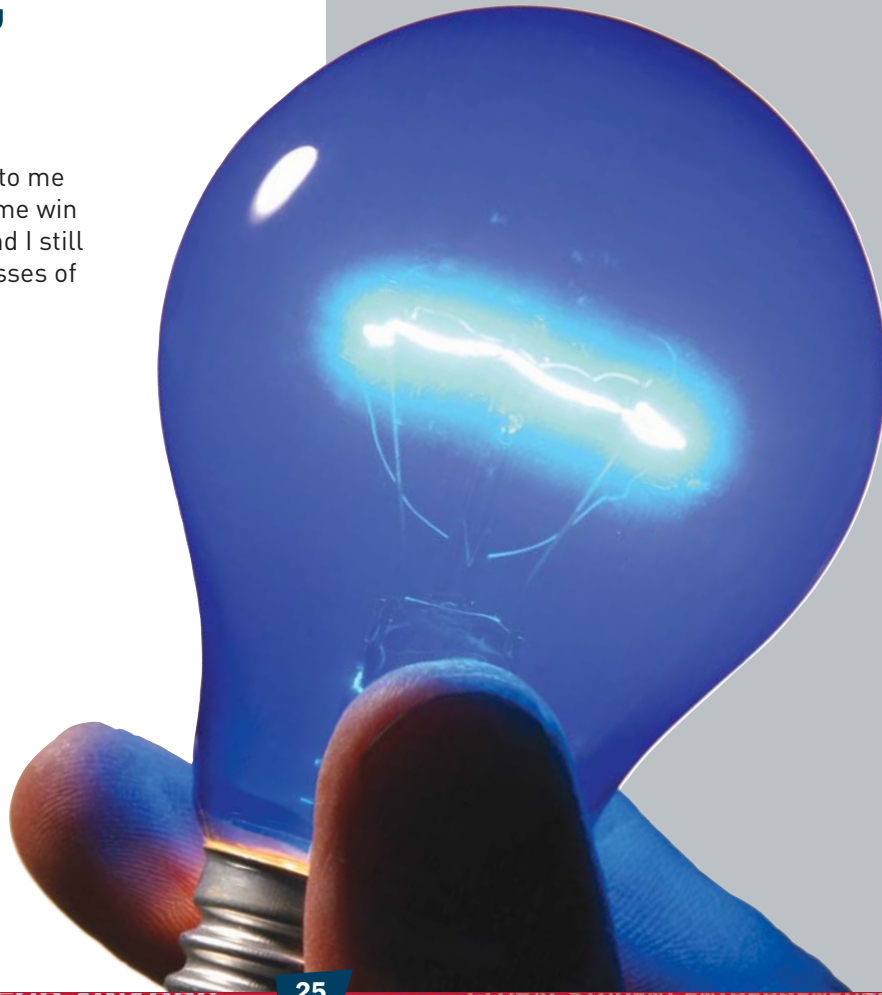
The GSEA award has meant a great deal to me and even more to my business. It helped me win funding, it validated what I was doing and I still highlight it in speaking about the successes of our company.

MEET JOE...

Winner of the 2003 Global Student Entrepreneur Awards, Joe Keeley is the President & CEO of College Nannies & Tutors, the franchisor of the nation's largest nanny and tutor resource.

College Nannies & Tutors was founded by Keeley in 2001 while he was earning a degree in Entrepreneurship from the University of St. Thomas in St. Paul, MN. Since GSEA, College Nannies & Tutors has expanded with locations on both coasts and in the Midwest.

Keeley has been named one of the "Top 25 under 25 to Watch" by *Business Week* magazine, one of the "20 under 30 Who Will Change the World" by *Citizen Culture* magazine and one of the *Minneapolis-St. Paul Business Journal's* "40 under 40" by age 27. Keeley currently serves as President of the Minneapolis-St. Paul chapter of the Entrepreneurs' Organization (www.eonetwork.org) and volunteers his time with organizations focused on the advancement of entrepreneurship including BestPrep, Junior Achievement, WomenVenture, as well as the Entrepreneurs' Organization, and is a frequent guest lecture at Universities across the nation. Keeley resides in Saint Paul, MN with his wife and daughter.



HONOR ROLL: PAST GSEA WINNERS

2007

First Place:
Fraser Doherty
SuperJam
University of Strathclyde, Scotland

Second Place:
Kendal Harazny
TicketGold
University of Alberta, Canada

Third Place:
Erik Fjellborg
Calnet
Stockholm School of Economics, Sweden

Social Impact Award
Fraser Doherty
SuperJam
University of Strathclyde, Scotland

Innovation Award
Erik Fjellborg
Calnet
Stockholm School of Economics, Sweden

2006

First Place
Michael Brown
Modbargains.com
Chapman University, USA

Second Place
Paul Scheiter
Hedgehog Leatherworks
Saint Luis University, USA

Third Place
Michael Scissons
General Entertainment Corporation
University of Saskatchewan, Canada

Social Impact Award
Thomas Jonsson
RepsamLund University, Sweden

Innovation Award
Jose Ferrer
Genuiz MIndz
Sacred Heart University, Puerto Rico

2005

First Place
Adam Blake
B & B Acquisitions
Texas Christian University, USA

Social Impact Award
Jason Duff
Community Storage and Properties
Ohio Northern University, SA

Innovation Award
Adam Ferrell
Silicon Solar
Cornell University, USA

2004

First Place
Michael Stebinger
Tropi-Cool. Inc.
Utah Valley State College, USA

Social Impact Award
Molly Reiling
Daylily Spa Salon
Saint Cloud State University, USA

Innovation Award
David Hauser
GotVMail Communications
Babson College, USA

2003

First Place
Joseph Keeley
College Nannies
University of St. Thomas, USA

Social Impact Award
Narcedalia Lozano Garza
La Paz Comienza con los Ninos
Monterrey Institute of Technology, Mexico

Innovation Award
Felix Poll
Poll & Flox Universidad Interamericana
Recinto de Arecibo, Puerto Rico

2002

First Place
Nick Tostenrude
EnableMart
University of Portland, USA

Social Impact Award
Michael McMyne
McMyne & Associates
Spring Hill College, USA

Innovation Award
Arman Daie
Linear Communication
Georgetown University, USA

2001

First Place
Patsy Gaut
St. Helen's Ash Creations
Centralia College East, USA

Social Impact Award
Eric Valenzuela
C.A.T.S.
Loyola Marymount University, USA

Innovation Award
Courtney Hennessey
Codi Jewelry
St. Louis University, USA

2000

First Place
Javier de Lope Frances
Comercializadora Lofran
Instituto Tecnologico y de studios
Superiores de Monterrey, Mexico

Social Impact Award
Jose Gabriel & Cordero Jimenez
University of Puerto Rico, Puerto Rico

Innovation Award
Terry Hillery
Powerful Solutions
Spring Hill College, USA

1999

First Place
Maisie Jane Bertagna
Maisie Jane's California Sunshine
Butte College, USA

Social Impact Award
Clint Runge
Archival
University of Nebraska, USA

Innovation Award
Esteban Gonzales Guzman Grupo Nexus
Instituto Tecnologico y de Estudios
Superiores, Mexico

TOP 25 NOMINATING SCHOOLS

School Rank	Nominations	School Rank	Nominations
1. Babson College	37	14. New York University	7
2. Harvard University	28	14. University of Houston	7
3. University of Southern California	20	16. Massachusetts Institute of Technology	6
4. University of Pennsylvania	18	16. Stanford University	6
5. Macquarie University (Sydney, Australia)	11	16. University of Missouri	6
6. Arizona State University	11	16. University of Technology (Sydney, Australia)	6
7. Brigham Young University - Utah	10	16. University of Texas	6
8. Texas Christian University	10	21. Princeton University	5
9. University of North Carolina	9	21. University of St. Thomas	5
9. RMIT University (Melbourne, Australia)	9	21. University of Wisconsin	5
9. Queensland University of Technology	9	21. Yale University	5
9. Duke University	9	21. University of New South Wales	5
9. Belmont University	9	21. Griffith University (Queensland, Australia)	5

FINALISTS BY UNIVERSITY

Trent Kirk
Griffith University, Australia
South Brisbane Grass Cutters

Damian Panozza
Swinburne University
Balance Psychology Pty Ltd

Natasha Wood
Macquarie University
The Kitchen Guys

Kieran O'Neill
University of Bath
Playfire.com (legal entity name: UUMC Lt)

Dominic Coryell
Northeastern University
Husky Express

Ryan Unger
Kent State University
Punchkick Interactive Inc.

Brent Foster
Arizona State University
Xenula

Misa Chien
UCLA
Miss Misa

Ben Frein
University of Northern Iowa
E-Holdings, LLC

Scott Skelly
University of Wisconsin-Platteville
Corn Mazes America

Cameron Porter
BYU-Idaho
Snoshack Oasis, LLC

Craig Martyn
Cal State Fullerton
BLMA Models

Ethan Heintzelman
Brigham Young University - Utah
Elite Express

Jon Goodman
St. John's University
JGoods Custom Shoes and Uncommon Clothing

Kevin Pringles
Arizona State University
Hyrd0 Headwear LLC

William Fikhman
California State University - Northridge
iSold It on eBay

Robert De Los Santos
University of Houston
Sky High Party Rentals

David Rosenbaum
University of North Texas
North Texas Pyrotechnic Productions, LLC

Arthur Ebeling
Shepherd University
Ebeling International Inc.

Joseph Moncada
York University
Sweet Tooth Candy Emporium

Marlene Quiñones-Alicea
University-San German
New Wave Surf Shop

Jake Duneier
Syracuse University
Wholesale Jewelry Liquidators

Seth Flowerman
Cornell University
Career Explorations

Jason Schutzbank
Emory University
College Tonight


Joseph Pascarella
University of Michigan
Alps International

Marcus Anzengruber
Stockholm School of Economics
Constant

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2008 Global Student Entrepreneur Awards
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The Entrepreneurs' Organization (EO) —for entrepreneurs only— is a dynamic, global network of more than 7,000 business owners in 38 countries.

Founded in 1987 by a group of young entrepreneurs, EO is the catalyst that enables entrepreneurs to learn and grow from each other, leading to greater business success and an enriched personal life.

Learn more at eonetnetwork.org or email membership@eonetnetwork.org



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Organization**

*fueling the
entrepreneurial engine*