

MAY 1, 2019

# S.E.A. Sustainable Enterprise Accelerator “Building Rock Solid Businesses”



## In This Issue

Letter from the Editors.....	2
Rock the Boat.....	3
CranFest.....	4
Slow Food.....	5
Aldi’s Tour.....	6
Aquaponics.....	7
Agtech.....	8
Ecotherapy.....	9
Earthfest.....	10
YBI.....	11
Solar United Neighbors.....	12
Recipe.....	13
Thank You.....	14



# Letter from the Editors

# Rock the Boat

## Bailey

Hello again! The semester and my internship with the S.E.A. are both coming to an end; with that being said, this is my final newsletter as editor. This edition is an exciting one because it features our Rock the Boat Competition, EarthFest and AgTech. I have had the best experience working here and am beyond thankful for the people I met and the knowledge I gained. Thank you for reading our monthly newsletter and supporting the S.E.A. There will be more newsletters beginning in the fall semester, so be on the lookout!



The SEA has successfully hosted Rock the Boat for the past 10 years. Rock the Boat is an elevator pitch competition where you give a two-minute-long persuasive sales pitch marketing a new idea.

There were seven teams who participated in Rock the Boat this year with three teams winning the first, second and third prizes. All seven teams participated in the first round and were judged by three Slippery Rock University staff members.

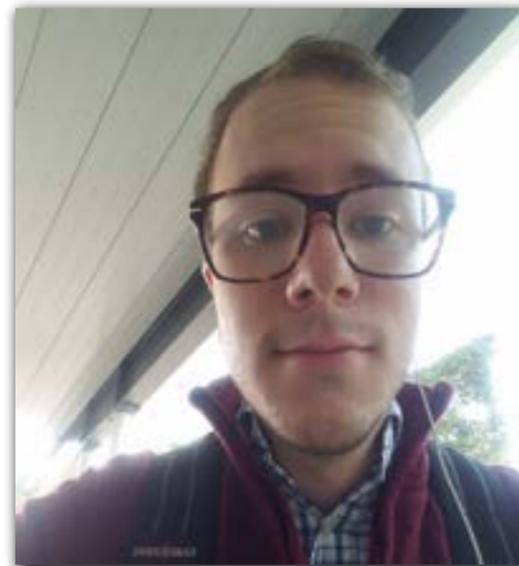


One person from the team could pitch their idea, then answer questions from the judges. The judges chose the best five teams to move to the second round the following week. During the second round, there were five judges who are local entrepreneurs: Christen Dunn, Jason Dunn, Trisha George, Paul Lamping and Michael Nanney. Some of the ideas included ways to clean up plastic in the ocean, Digital Badges and a trampoline park in the Slippery Rock area. All five ideas were great, but the judges had to pick their top three.

Anthony Benvenuto and Jillian Evanko came in third place and won \$100 with their idea of a mobile shopping app with prominent coupons. Adam Berch-Norton and Luke Hopson came in second place and won \$250 with their idea of an SRU bikes program. Moriah Becker won the competition and \$500 with her idea of opening a S'mores Bar in Slippery Rock. Her pitch was clean and she had facts and statistics to back up her idea. She also efficiently answered all questions from the judges. Congratulations Moriah!

## Adam

Welcome to the final newsletter of the 2019 spring semester! As always, I am Adam Berch-Norton, SEA ambassador and co-editor of the newsletter. In our final edition of the newsletter for the semester, Bailey and I are focusing our efforts more on events, speakers and client work. Throughout this version, you will find a lot of client and project event and speaker articles. Also included is a recipe and thank you letter to all of you for reading our newsletter and for following everything that the SEA has been doing this semester.



All photos from Rock the Boat are provided by The Rocket.

# CranFest: Folk & Food Festival

# Slow Food

CranFest is a yearly event held at the Cranberry Township Municipal Center that combines hands-on displays of township government operations with an intercultural folk & food festival featuring entertainment and cuisine from several countries.

The Close to My Heart Foundation and one of our S.E.A. Ambassadors, Bailey White, had the opportunity to attend CranFest and represent Close to My Heart. The nonprofit had a table set up with information about the organization. There were signs and posters, as well as brochures and business cards available for the public. The posters included Close to My Heart's mission statement, current projects, and photos of Hiruni working with children in Sri Lanka. This was a great way to network and raise money for the organization.



Hiruni Herat, the founder of Close to My Heart, also works at Peace Love & Little Donuts. Her bosses generously donated three dozen donuts to Close to My Heart so people could donate money and be rewarded with a donut. The minimum donation was \$1.00 for one donut, but most people donated even more. There was also a raffle which cost \$2.00 to enter and offered three dozen donuts to the lucky ticket that was pulled. The donuts and raffle raised \$100.00! All the proceeds went directly to Close to My Heart.

CranFest also featured food and entertainment from many countries, including China, Colombia, India, Italy and South Korea. The diverse selection of food was spectacular. Foods and drinks included arepas, bubble tea, cannoli, empanadas, haluski, lo mein and so much more. CranFest is a wonderful way for everyone to celebrate and learn about different cultures.



Our March Slow Food event was good time and the food was delicious. The theme was St. Patrick's Day since the holiday had just passed, so we decorated the Ski Lodge with shamrocks and gold. The food was scrumptious -- there was Dublin Coddle, pasta, mac n cheese, guacamole, scalloped potatoes, cookies and cupcakes. Dr. Rhonda Clark demonstrated how to make Kombucha. Kombucha is a fermented, sweetened tea with several health benefits.



The Dublin Coddle was made by a Slippery Rock community member. It is an Irish dish with no specific recipe since it usually includes leftovers from prior meals. This dish was made up of pork sausage, potatoes, onions, carrots, garlic and herbs. The term "coddle" means to cook food in water gently, without boiling it. This is referred to as Irish comfort food since it is filling, warm, inexpensive and easy to make. The guacamole was also easy to make and it included avocado, lime juice, onion, tomato and minced garlic.

After the main course, the ambassadors brought some sweet treats to enjoy. The chocolate and vanilla cupcakes were almost too beautiful to eat. Each cupcake was topped with rainbow icing and a hint of chocolate gold. The cookies were shamrock shaped with green sugar. Once everyone finished eating, we all got to taste Dr. Clark's Kombucha.

Slow Food is so important in today's fast-paced society. This is a great opportunity to meet new people, try new food and enjoy a night out. The dishes are unique and usually come with a background story. Everyone should attend at least one Slow Food in their life. Our last Slow Food of the semester was on April 25 and the theme was Earth Day. A delicious demonstration was given by Harry & David. We hope to see you at more Slow Food events starting in the Fall!



# Aldi Distribution Center Tour    Aquaponics and Brewery Tour



On Thursday, April 4th, a group of SEA ambassadors went to the Aldi Distribution Center in Saxonburg, PA. There, they met up with Christen Dunn, the supervisor of the Entrepreneurship Academy in Butler, and some of her students for a short tour and presentation.

Tyler Hart, the Director of Warehousing and Logistics at ALDI USA, gave the tour and presentation. Throughout the tour, he showed the students and ambassadors some of the day to day operations of the center, including the packaging facilities, machinery and the maintenance center.

Hart also talked about the management style of Aldi and how it emphasizes potential growth within the company to entry level corporate and warehouse employees and how he considers those “under” him as equals rather than his subordinates.

Hart also talked about how all Aldi employees, regardless of job level, get the same benefits as management level employees and how this is an important factor in keeping a positive work environment possible.

At the end of the tour, Hart did a small presentation and talked about Aldi’s mission and vision and a small yet detailed history about the company and then gave attendees small gift bags with healthy snacks and other treats.

On Friday, April 19, a group of SEA Ambassadors as well as Dr. John Golden toured the Aquaponics system at the North Country Canning Company. As stated in a previous newsletter edition, aquaponics is a system of aquaculture in which the waste produced by farmed fish, in this case tilapia, supplies nutrients for plants grown hydroponically, which in turn purify water. The company partnered with Slippery Rock University to join the Growing Together Aquaponics program.



This aquaponics system is extremely successful and provides food for local restaurants such as kale, celery, mint, cilantro, peppers and basil. The company that supplied them with tilapia recently stopped selling tilapia and started selling koi. Luckily, the Canning Company has several baby tilapias they can continue to use while they find another supplier.

Koi is more expensive and does not work as well in aquaponics as tilapia. All the students who work with this system are volunteers, mostly in the biology or environmental science departments at SRU. They keep detailed entries on when the fish tank, plants and other aspects of the system were last checked and what condition they were in. The system is checked at least twice a day to ensure everything is running correctly. Aquaponics is sustainable, efficient and important in today’s society and more companies should execute it.

After learning about the aquaponics system, there was a tour of the brewery too. During the tour, everyone saw and learned how North Country Brewing makes their beer. Their beer is brewed in large barrels which each contain only one flavor of beer. When the temperature rises, “chillers” turn on and keep the beer cold so it does not turn into foam. Everyone got to sample North Country’s new flavors at the end of the tour. This event was very informative and beneficial for the SEA since we work closely with the aquaponics system at the Macoskey Center.



# AgTech 2.0

# Eco-Therapy Workshop

Chatham University hosted an array of community members for a social and discussion on the future of agriculture. They shared their technology and developments and led a discussion on the topic of “What is next?” through a variety of experts. The discussion started out talking about the fear that the future of agriculture will be hindered by the 75,000 job gap in the years to come.



Broken down throughout the discussion, we wondered if the Department took into consideration that, with the development of technology, that in the future, industries may require less jobs because a single farmer will be able to do so much more. This unknown factor made it difficult to lead the discussion one way or another.

Instead, the discussion turned quickly into the view point of a child in the educational system today. The grade school teacher has been noticing a trend among her students over the last few years. The students who grow up with parents who run a farm do not find aquaponics fascinating. The students who are interested in technology veer towards an interest in aquaponics. Many conclusions can be drawn from this observation, but with the growth of our children and the natural expansion of technology—we no doubt will see a change in the coming years.

So where does this leave our community members who are farmers today? The average age of a farmer in the United States is right around 60 years, so it is no wonder that a large shift in the way they do business would create some unease. The panel believed that the disruption would not necessarily impact the farmers who live away from technologically advanced regions. The farmers who lived among a technologically progressive population may need to add to their current farm to stay relevant.

It was concluded by the entire panel that whatever the future holds for the agricultural industry, the future of student’s success in any field will be to have a diverse education. We no longer live in a world where you can go to school for agriculture and be successful. A student must learn agriculture, technology and be able to problem solve and adapt to their environment with great efficiency.



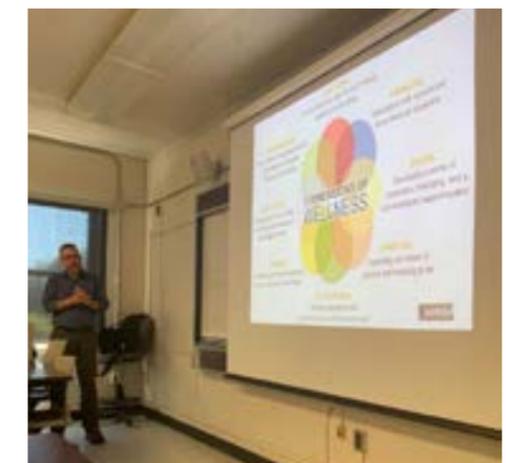
Image taken from Chatham University 8

The SEA Academy hosted an Eco-Therapy workshop with guest speaker Benjamin Bishop. Benjamin Bishop is a behavior analyst who works as an associate professor at Point Park University. Dr. Bishop did extensive eco-therapy research in a mental health facility in Oakland. He began his speech discussing the Biophilia Hypothesis, which suggests that humans possess an innate tendency to seek connections with nature and other forms of life. We are negatively impacted in many ways, such as adopting damaging behaviors, without nature. Therefore, we have an innate tendency to affiliate with other natural things. Another hypothesis he talked about originated during the past of eco-therapy along with pharmacotherapy, which is medical treatment by means of drugs. The Savanna Hypothesis is a hypothesis that human bipedalism evolved as a direct result of human ancestors transition from an arboreal lifestyle to one on the savannas. Once he gave us insightful background information, he began discussing eco-therapy.



Eco-therapy focuses on emotional bonds and relationships between humans and the natural world. There are two primary outcomes of eco-therapy: inclusion instead of separation with the natural world and developing holistic, sustainable lifestyles. Eco-therapy has physical, emotional, psychological and spiritual impacts on us all. Dr. Bishop is aware of this and wanted to help mental health patients since their facility had bland, white walls, no windows, no nature and the patients were not allowed to go outside. He printed out large posters of nature photos he took at places like Phipps Conservatory and hung them on the walls of the facility. The results were outstanding! There were improved emotional functioning and health, faster recovery times, fewer analgesics, shorter postoperative stays and less postsurgical complications. So what does this have to do with Virtual Reality? VR stimulates a real or fantasy environment while representing a situation, which could involve nature. VR is a great way for people who are unable to go outdoors to experience nature. Nature has a huge, positive impact on us and it is important to not take that impact away from anyone.

“Nature is power-full” - Benjamin Bishop.



# EarthFest

# Jim Cossler with YBI

The Macoskey Center held their 29th annual EarthFest & Kaleidoscope Children's Day on Saturday, April 27 from 12:00 PM - 6:00 PM. EarthFest is free to the public and open to everyone. It is also a fun volunteer opportunity for SRU students. There were many vendors, information booths, animals, food, children's activities and more. Some of the events included Artisan Market, Weiner's Gone Wild Food Truck, Electric Car Show, Dance Workshops, Bird Walk and a Petting Zoo! The children's activities were free and several vendors were giving out free items such as plants and bird seeds. The children could make their own bird feeders and Frisbees, as well as ride a pony. To end the day, there was live music by Marissa Roberts and The RagTags. EarthFest is a wonderful, sustainable event in Slippery Rock for people of all ages.



The SEA also had a table set up with three ambassadors talking to EarthFest visitors. They gave out information regarding who we are, where we are located, our purpose and more. They handed out multiple brochures, flyers for our Solar Co-op and surveys for the Slippery Rock Farmer's Market. Our brochures have information about our SEA projects, events, social media platforms and more information. Some students were very interested and eager to get involved with the SEA next semester. We also had stickers about Slow Food and people said they would love to come to our Slow Food events in the fall. EarthFest was so much fun and it is a great way for local businesses to get their names out to the Slippery Rock community.

See more photos from EarthFest by following the Macoskey Center on Instagram: @macoskeycenter and Twitter: @SRU\_Macoskey.



Youngstown Business Incubator, also known as YBI, is more than just an incubator; it is an internationally recognized program focused on the development of software and additive manufacturing companies in the Mahoning Valley. The YBI maintains a focus on developing successful digital businesses, advancing women's & minority entrepreneurship and furthering advanced manufacturing technologies. Last year in Northeast Ohio, YBI employed 175 employees at portfolio companies, generated \$1,358,760 in revenue and raised \$2,045,500 in capital. The YBI is extremely successful and are ready to help all entrepreneurs.



The SEA was fortunate enough to have two employees speak to our ambassadors on Friday, April 26. Corey Patrick, Director of Marketing and Communication, spoke first about YBI's background, purpose and more. Jim Cossler, Huntington Bank Entrepreneur in Residence and former CEO, spoke after Mr. Patrick. Mr. Cossler told us about how to be successful entrepreneurs. The first step is to figure out where the world is going before the rest of the world figures it out. An example of this is Google's driverless car that will be available in the near future. Secondly, if you can disrupt a large legacy industry, you will probably be a billionaire. For example, Dollar Shave Club disrupted well-known shaving companies such as Gillette. Finally, stop looking at products as perfect. A "mobile" smart phone is not completely mobile; its problem is it must remain stationary when charging. If entrepreneurs start following these three tips when thinking of a new idea, they will be more successful than ever before.

The first step of market confirmation or an idea is inviting criticism. Jim Cossler's role at YBI includes listening to entrepreneur's ideas and telling them whether they are good or bad. When the ideas are bad, he does not hold back. He does this to help people, because when people have an idea they say "everyone I told this idea to loves it!". Of course everyone loves the idea; they do not want to be mean and hurt the entrepreneur's feelings. When asking for an opinion about a new idea, never say it is yours. Say the idea came from a third party, such as a friend or family member, so people will be more honest with their opinions on the idea.

"You'll never succeed with a 'nice to have' product, you'll succeed with a 'must have' product" - Jim Cossler.





Solar United Neighbors is a non-profit that helps thousands of people every year go solar. They began in 2007, and are the only organization in the country dedicated to representing the needs of solar owners and clean energy supporters.

Their vision is providing a “clean, equitable energy system that directs control and benefits back to local communities, with solar on every roof and money in every pocket,” and their mission is to “help people go solar, join together, and fight for their energy rights.”

Solar United Neighbors is devoted to diversity and inclusion as the foundation for their company. They believe that all voices deserve to be heard, and strive to create an organizational culture that celebrates diverse viewpoints and life experiences.

Solar United Neighbors has spread throughout the country into 12 states, including Pennsylvania, Texas, Colorado, Florida, and others. They not only provide the means for homeowners and business owners to go solar, but also make efforts to ensure the public is informed on energy issues and offers opportunities to get involved and volunteer.

The SEA hosted an information session from Solar United Neighbors, Beaver-Butler Solar Co-op on May 1 at 6:00 p.m. They talked about how to save money on the cost of going solar and offered expert help throughout the process.

## Zucchini Egg Skillet

### Ingredients:

4 large eggs  
2 tablespoons olive oil  
2 medium red potatoes (about 1/2 lb.), cut into quarter inch cubes  
1 medium onion, chopped  
2 small zucchini, shredded (about 3 cups)  
4 frozen fully cooked breakfast sausage links, thawed and cut into 1/2-inch slices  
1/2 cup roasted sweet red peppers, chopped  
6 cherry tomatoes, quartered  
1/4 teaspoon salt  
1/8 teaspoon pepper  
1/2 cup shredded cheddar cheese



### Step 1:

In a large skillet, heat oil over medium-high heat. Add potatoes and onion; cook and stir 4-6 minutes or until potatoes are crisp and tender. Stir in zucchini and sausage; cook 4-6 minutes longer or until the vegetables are tender.

### Step 2:

Gently stir in red peppers, tomatoes, salt and pepper then sprinkle with cheese. With the back of a spoon, make four wells in potato mixture; break an egg into each well. Reduce heat to medium. Cook, covered, 4-6 minutes or until egg whites are completely set and yolks begin to thicken but are not hard.

Serve in the skillet and enjoy!

### Nutrition Facts:

1 serving: 316 calories, 22g fat (7g saturated fat), 209mg cholesterol, 552mg sodium, 16g carbohydrate (5g sugars, 2g fiber), 14g protein.

<https://www.tasteofhome.com/recipes/zucchini-egg-skillet/>

# Thank You!

Thank you all for reading our monthly newsletters! We hope you will continue to read them and come to our events in the Fall 2019 semester. Stay on the lookout for Slow Food, guest speakers, workshops and more! Congratulations to our graduating seniors: Rachel Ameigh, Anthony Benvenuto, Adam Berch-Norton, Cortney Eakin, Jillian Evanko, CJ Moore and Logan Snyder. Best of luck to our other ambassadors as they continue their academic journey at Slippery Rock University: Conor Coughlin, Lucas Hopson and Bailey White. Be sure to visit our social media platforms and website next semester!

Website: [www.seasru.com](http://www.seasru.com)

Instagram: @sea\_sru

Twitter: @SEAatSRU

