

COMMUNITY COLLEGE

ENTREPRENEURSHIP

A Publication of NACCE

SPRING/SUMMER 2018

The (Many) New Faces of Entrepreneurship





What Is an Ice House Entrepreneur?

By Gary Schoeniger, founder & CEO, The Entrepreneurial Learning Initiative, Mentor, Ohio

At its core, Ice House is driven by a deceptively simple concept: the awareness that by solving problems for others, we can empower ourselves. Uncle Cleve's idea was simple. It was hot in Mississippi, there was no refrigeration, and people needed ice. Uncle Cleve empowered himself by finding ways to be useful, seeing opportunities, and by creating value by solving simple problems for others.

- Similarly, when Ice House Entrepreneur and Native American **David Petite** learned of a robbery at a local bank, he decided to talk to bank managers, local law enforcement officials, and customers to better understand if he could solve the problem by developing a unique security device for ATM machines. Petite is now one of America's most prolific inventors holding more than 50 patents worldwide.
- Ice House Entrepreneur **Jason Campbell** recognized that homebuilders had a problem keeping construction sites clean while they were in the building process. Having very little experience in understanding how construction sites are managed, Jason successfully tested his idea by offering a number of smaller construction companies his job-site cleanup services to learn more about exactly what was needed.
- As a severely disabled veteran, Ice House Entrepreneur and **Captain (Ret.) Dawn Halfaker** never thought of herself as an entrepreneur. Yet, after losing her right arm while serving in Iraq, she found herself faced with challenges that ultimately empowered her to succeed. She determined she could continue to solve problems on the field even if she couldn't physically be there. Halfaker is the founder and CEO of Halfaker & Associates, a global consulting firm with more than 150 employees.
- As a young woman born in Afghanistan, Ice House Entrepreneur **Palwasha Siddiqi** faced unimaginable obstacles in her journey to becoming an entrepreneur. After fleeing her war-torn home, she spent years in a refugee camp where she encountered an American entrepreneur. Inspired by an entrepreneurial mindset, she became determined to overcome the social, cultural, and economic barriers she faced.
- And, growing up as a foster child on Chicago's south side, Ice House Entrepreneur **Rodney Walker** could not imagine a life beyond the dismal circumstance that surrounded him. Yet, an entrepreneurial experience in high school shifted his perspective, and with the help of a mentor, he became a scholar who attended Morehouse College and completed graduate studies at Yale. An author and speaker, Walker recently published a new book on his life journey and keynoted at the NACCE Annual Conference.

Entrepreneurship has become vital to creating vibrant new economies, yet many of our efforts to promote entrepreneurial activity tend to focus on the venture-backed, high growth entrepreneur while ignoring the

mindset and the methods of the everyday, "unlikely" entrepreneurs. If we are to adapt and thrive in today's rapidly changing world, we must recognize and adopt the mindset and the methods of the everyday "Ice House Entrepreneur." ●

Contact: gary@elimindset.com



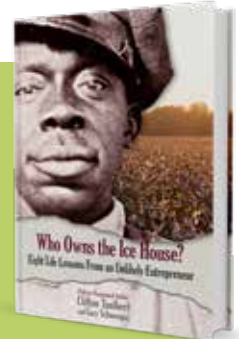
About Ice House

In the late 1950s, Glen Allan, Mississippi was a poor cotton community where opportunities seemed limited and resources were scarce. Most inhabitants worked in the fields where the sun was hot, the days were long, and the wages were low. Yet, there was one man who saw opportunity where others did not: an unlikely entrepreneur named Cleve Mormon – the man who owned the Ice House.

In every community, there are "Ice House Entrepreneurs," ordinary people who have no particular advantage over others, yet somehow manage to succeed. Learning to think like an "Ice House Entrepreneur" can have a profound impact on our lives. An Ice House entrepreneurial mindset offers a new perspective; one that not only exposes opportunities but also engages our faculties in ways that foster the attributes essential to adapting and thriving in today's rapidly changing world.

Who Owns the Ice House? Eight Life Lessons from an Unlikely Entrepreneur shares the life story of Pulitzer Nominee Clifton Taulbert and the lessons he learned from his Uncle Cleve. Capturing the essence of an entrepreneurial mindset and the unlimited opportunities it provides, *Who Owns the Ice House?* serves as the companion text to the Ice House Entrepreneurship Programs—experiential, problem-based learning programs designed to inspire and engage participants with an entrepreneurial mindset.

Embedded throughout the Ice House Programs are the "Ice House Entrepreneurs," a diverse array of real world, "unlikely" entrepreneurs who have embraced an entrepreneurial mindset. Ice House also uses community engagement so that participants connect with a variety of local entrepreneurs to build a network of critical guidance and support.



Advancing Entrepreneurial Thinking Together



Like you, Bellevue University understands the community benefits that come from entrepreneurship, characterized by optimism, future thinking, and measured risk.

We support your goal of building dynamic communities with leading-edge degree programs that build on your associate's degree. In fact, we transfer all credits in your associate's degrees to our bachelor's degrees. That's why our Premier Partner Network is among the largest in the nation.

Proud Premier Transfer Partner Institution



REAL LEARNING FOR REAL LIFE

Learn more at Transfer.Bellevue.edu

A non-profit university, Bellevue University is accredited by The Higher Learning Commission (hcommission.org), a regional accreditation agency recognized by the U.S. Department of Education. Bellevue University does not discriminate on the basis of age, race, color, religion, sex, national origin, or disability in the educational programs and activities it operates.

Bring a Real-Life Curriculum into Your Classroom



With the visual GrowthWheel toolbox and online platform you got everything you need to turn students into entrepreneurs. Just add your expertise!



WE IN BEING AN INNOVATOR.
AND OF FUN TO DO THE IMPOSSIBLE.

Entrepreneurial Mindset

FACILITATOR CERTIFICATION

Become certified to facilitate Ice House Entrepreneurship Programs in your classroom, organization, or community!

GOALS

October 5 - 7, 2018
Fort Worth, Texas

FOR MORE INFORMATION PLEASE VISIT:
elimindset.com

175 DISCOUNT
As a result of Membership Discounts

JOIN GPI AT THE NACCE 2018 ANNUAL CONFERENCE

The Entrepreneurial Ecosystem Revolution

Learn How Community Colleges Can be the Nexus to its Community's Business Development

The Government Procurement Innovators (GPI) and NACCE formed a partnership to provide Community Colleges with the knowledge and know-how to create comprehensive self-sustaining entrepreneurial ecosystems by tapping \$100 Billion dollars in federal funds. New businesses are created and old businesses are reshaped into synched collaboratives through a unique business incubator feeder program that leverages federal procurement opportunities.

Here are a few benefits from GPI training:

- Increase student enrollment and attract unique market segment
- Create direct career paths for students that can command significant salaries
- New revenue stream from online platform for students who are interested in entrepreneurship via government contracts
- Become nexus of business development in your local community
- Create training hub for local businesses and generate new revenue from business incubator feeder program.

For a Free Webinar Prior to the Conference and to Learn More about Federal Procurement:
Contact:
• Info@gpiwin.com
• (678) 822-2303

Please join us and learn more on:
Sunday, October 7
from 9:00 AM - 12:00 PM
Location: Omni Fort Worth Hotel