



Sustainable Enterprise Accelerator



Ambassador Spotlight:

Marissa Altenburg Accomplishments at the SEA

For the Spring of 2020 I was an Ambassador with the roles and responsibilities as follows: Project Manager of the SEA's social media, SEA Wilderness Project, and the Center of Ageless Entrepreneurship (CAE) project. Additionally, I belong to the SEA's photos and videos team, the SEA Academy team, and had my personal client being Our Angels Attic. The SEA had a unique and inspiring role to do organizational research and create branding material for the CAE. The Wilderness Project had to adapt due to COVID-19 and generated an awareness social media campaign with created content from ambassadors that explore the benefits of virtual reality in many industries. Lastly, my experience with Our Angels Attic was to be responsible for creating new branding material for Our Angels Attic, such as a new logo. It is my hope that future ambassadors take on Our Angels Attic client and fashion a partnership with SRU's College Dress Relief organization.



Kelsey Hilliard Accomplishments at the SEA

The Bridge is an innovative business that's focus is on bridging the gap between students and employers. Jeff Black is in the process of partnering with companies to show them that he has students that align with what companies are looking form in candidates, while also getting feedback for students. Working with Jeff has been amazing because his business is something that I truly support. It is important for students to not only be aware of what companies' value, but to determine which companies they find commonality with. Our goal this semester was to get student engagement on his website <https://www.thebridgesfc.com>. This semester we had a setback because of the epidemic preventing us to hold an in-person presentation. Jeff and I are still proud of the work we did get done with Career and



DevelopmentCenter staff and the overall ideas we have developed to improve his social media. The SEA has provided me with an amazing opportunities, including to be able work along side Jeff Black. This internship has allowed me to develop skills in project management and see growth in myself from hands on expiernce. I enjoyed getting to work on projects like the SEA Academy, Green Leaves, and Center for Ageless Entrepreneurship. Dr. Golden set up a fantastic group of interns that have different interests and it has allowed me to be able to see where I should improve my abilities and gain more knowledge.

Ambassador Spotlight:

Jack Reeves

Jacks Journey and Accomplishments:

Throughout this semester here at the SEA, I have been able to accomplish many things and work with several different people. Right after Slippery Rock's spring break every American across the country was faced with a pandemic. That pandemic is known as COVID-19 or CoronaVirus. I was tasked prior to this pandemic with working alongside the Butler Eagle and Real World Scholars/EdCorps. During this online process the Butler Eagle and I have not been able to make much progress with our recycling plan. Here are some of my suggestions for the Eagle. I think they need to set in stone a definite plan for the project post COVID. They need to work with contacting businesses around them to make sure they are on board with the project before jumping right back into it. They could also create a financial plan with the recycling project which in turn the businesses would have a better idea of what they are getting into with the project. As for RWS/EdCorps, I have been able to continue on the path of success with their project. I am currently editing and creating an informational/educational video based around what the company is trying to accomplish. I was able to visit the David L. Lawrence Convention Center in Pittsburgh before the pandemic to shoot some videos and take some photography shots. I have loved working with everyone at the SEA and my clients. I am extremely grateful for this opportunity and I hope to use this knowledge I gained in the future.



Kelli Pattison

Kelli's Journey and Accomplishments:

Throughout my experiences this semester, I have learned a lot of new skills and abilities. By having to work with a diverse group of ambassadors, they have taught me how to become a better leader. I have also learned how to use Adobe InDesign, where I have created Infographics and creating this Newsletter that I have just sent to you. For this semester I am apart of the Wilderness Project, where I created the logo and two infographics about the physical benefits of Virtual Reality. Also during this semester, I have been working on updating the Website, researching and writing a V2MOM for the Center of Ageless Entrepreneurship, working with my individual client Maryclare Maslyn and was the Project Manager for the IDEALab. While COVID-19 has caused major change in the world, it has helped me to learn to adapt to any situation that might cause change. I would like to thank Dr. Golden for giving me such an amazing experience. I will take everything that I have learned here and adapt it into my future job.



Interested in becoming an
Ambassador and would like
more information?

Facebook: @SEAatSRU

Instagram: @sea_sru

Twitter: @SEAatSRU



Ambassador Spotlight:

Ronald McNerney's Client Story S&N Nutrition

My client is S&N Nutrition, they are a small business located at Slippy Rock, PA. Their store primarily sells muscle building supplements such as protein, creatine, pre-workout and much more. My task during the semester was to create marketing strategies to help promote their business to Slippy Rock University students and members of the community. A student demographic that I wanted to focus heavily on were freshmen at SRU. The reason being is that the majority of those students do not have a way to get to S&N Nutrition, especially since the store is not located on Main Street.

A couple of the ideas that I began working on involved, attaching flyers about the business to pizza boxes from Coffaro's Pizza. S&N already worked with Domino's and Foxes Pizza so I felt that it would be best to include the other main pizza shop at Slippy Rock. Another form of promotion that I felt would be good is to acquire a booth to be set up outside the Starbucks at the Smith Student Center during common hour. This is a very popular time for students to be walking around campus and going to get a coffee at Starbucks. This would be a great opportunity for S&N to promote their business and to build personal relationships with SRU students.

These are just a couple of the ideas that I have for S&N Nutrition. Be sure to support your local businesses during this time and order online at S&N Nutrition at - <https://snnutrition2017.com/>

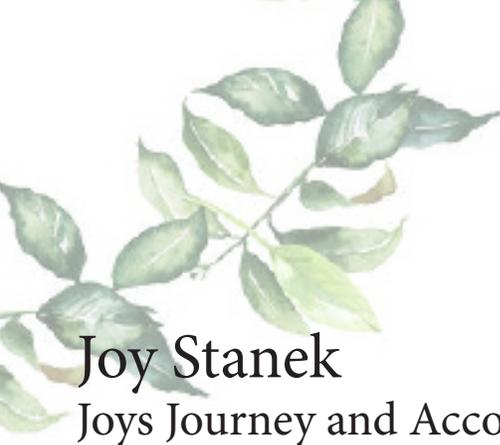
Lindsay Mulhollen's Clients Story

J & R Unique Woodworking

J & R Unique Woodworking formed when craftsman Ron Boy and antique hunter Jill Hockenberry crossed paths. Ron, who followed in his father's footsteps, was instilled with a love of crafting. He had over 30+ years of experience in carpentry when he met his co-founder. Jill, who has a love for all things vintage, hooked Ron of the thrill of finding old artifacts. From there, the kindred spirits teamed up to fulfill their passions together by creating custom-made woodworkings from repurposed barn materials and rediscovered antiques. Since then, Ron and Jill have been clients of the SEA for approximately four years. In years past, they have received assistance with designing a logo, business cards, and copy writing for their recently completed website :

jandruniquewoodworking.com. This semester, Ron and Jill were in seek of social media guidance and the development of a portfolio. In addition to being provided with a social media strategy, they received assistance with the set-up of a Twitter and Etsy account so far. If interested in viewing past projects of Ron and Jill's or learning more about their story, head over to their website!





Joy Stanek

Joys Journey and Accomplishments:

Overall, my internship experience with SEA has been an enlightened and exciting one. Dr. Golden was incredibly helpful and suggested great advice to make our projects the best that they could be. I enjoyed working in a team environment with other like minded people who had a great work ethic. Everyone was very welcoming, and I appreciated the fact that we all supported each other like a team should do. The SEA gave me the opportunity to gain experience in leading a team working on a large project and showed me the value of proper time management. I enjoyed the work environment—while we had the time to be in the SEA office—and wished we would've had more interactive events for the SEA, but we adapted the best we could with everything going on in the world. Projects at the SEA also allowed me to gain more confidence in my multimedia skills, by challenging me to create content for projects including working a lot with Adobe After Effects and InDesign. I never really thought of myself as a graphic designer until the SEA gave me the opportunity to spend more time learning the software and experimenting with different design techniques. The SEA also gave me the opportunity to work hands on with an individual client that I was completely responsible for. Overall, I got along with my clients and they liked all of the graphic design and website work that I did for them. My responsibilities included creating a brand logo, style guide and website for the small startup company that I was assigned to. By working separately with a client that was completely my responsibility, I gained more confidence when presenting myself and my work in a professional setting as well as learning how to better interact with real clients in the communication and business industry. As my SEA internship ends, the learning and experiences do not, because I have decided to continue working with my individual clients after the end of my internship, which is fantastic. Going into the SEA I was first unsure of how the semester was going to go. We took some crazy turns and there were a few bumps along the way. However rough the road became I learned how to quickly adapt which I guarantee will be valuable as I continue my journey into the professional producing world. I wouldn't trade the experiences and knowledge that I have learned here for anything, and as I come to the end of my college career, I must look back at how the four years played out. Even though it was a difficult road to navigate, in the end I ended up somewhere beautiful.

Did You Know?

COVID- 19 Surface Life:

Up to 3 hours in the air

Up to 4 hours on copper

Up to 24 hours on cardboard

Up to 3 days on plastic and stainless steel



COVID- 19 Prevention:

1. Wash your hands frequently and carefully

Use warm water and soap and rub your hands for at least 20 seconds. Work the lather to your wrists, between your fingers, and under your fingernails.

2. Avoid touching your face

SARS-CoV-2 can live on hard surfaces for up to 72 hours. You can get the virus on your hands if you touch a surface like a doorknob, gas pump handle, or your cell phone.

Avoid touching any part of your face or head including your mouth, nose, and eyes.

Also avoid biting your fingernails.

3. Refrain physical contact with other people

Skin to skin contact can pass SARS-CoV-2 from one person to another.

4. Don't share personal items

Refrain from sharing personal items like phones, makeup, or combs. This is a great time to teach children to about reusable items like straw, etc. This is also a great time to go sustainable with reusable items

5. Cover your mouth and nose when you cough and sneeze

The virus is found in high amounts in the nose and mouth. This means it can be carried by air droplets to other people when you cough or sneeze. The virus can last up to 3 days on the surface of any item.

Practice using a tissue or sneeze into your elbow to keep your hands as clean as possible.

6. Clean and disinfect surfaces

Use alcohol-based disinfectants to clean hard surfaces in your home like countertops, door handles, furniture, and toys. Also clean your phone, laptop, and anything else you use regularly several times a day. You can use white vinegar or hydrogen peroxide solutions for general cleaning in between disinfecting surfaces.

7. Social distancing

Social distancing means staying home and working remotely when possible. If you must go out for necessities, keep a distance of 6 feet from other people. You can transmit the virus by speaking to someone in close contact to you.

8. Do not gather in groups

Being in a group or gathering makes it more likely that you will be in close contact with someone. This includes avoiding all religious places of worship, as you may have to sit or stand too close to another congregant. It also includes congregating at parks or beaches.

9. Avoid eating or drinking in public places

You can still get delivery or takeaway food. Choose foods that are thoroughly cooked and can be reheated. High heat (at least 132°F/56°C, according to one recent, not-yet-peer-reviewed lab study) helps to kill coronaviruses. Avoid getting food from buffets and open salad bars.

10. Wash fresh groceries

Soak all raw, whole fruits and vegetables in a solution of food-grade hydrogen peroxide or white vinegar. Let dry before putting them away in your fridge and cupboards. You can also use vegetable antibacterial wash to clean produce. Wash your hands before and after handling fresh produce.

11. Self-quarantine if sick

If you feel sick, get in contact with your doctor immediately.

Avoid sitting, sleeping, or eating with your loved ones even if live in the same home. Wear a mask and wash your hands as much as possible. If you need urgent medical care, wear a mask and let them know you may have COVID-19.