



Sustainable Enterprise Accelerator
Building Rock Solid Businesses

SEA Newsletter

April 2021

Editor:

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LETTER FROM THE EDITORS:

Dear Reader,

Thank you for your support & recognition of our efforts here at the SEA.

Throughout the SEA's monthly newsletters, you will have the opportunity to...

- be introduced to our hard-working ambassadors
- hear about upcoming events both SEA & community related
- enhance your cooking with our sustainable recipes

As well as learn more about what we at the SEA stand for & how you can get involved.

We hope to see you back next month!

In This Issue:

AMBASSADOR SPOTLIGHTS

Pg. 2 & 3

EVENTS

Pg. 4 & 5

PROJECT UPDATE: TRANSFORMING CULTURE CONSULTANTS

Pg. 6 & 7

SEA EVENTS/OUTREACH: CLEAN-UP DAY

Pg. 8 & 9

PROJECT UPDATE: THE BIRDWATCHERS

Pg. 10 & 11

PROJECT UPDATE: BUTLER SUCCEED

Pg. 12 & 13

PROJECT UPDATE: AQUAPONICS

Pg. 14 & 15

PROJECT UPDATE: BUTLER DOWNTOWN

Pg. 16

PROJECT UPDATE: CAE

Pg. 17 & 18

SUSTAINABLE RECIPE OF THE MONTH

Pg. 19

SEA INTERN INFO

Pg. 20

SUBSCRIPTION PAGE

Pg. 21

Meet this Month's Crew:



Todd Swinko

Hometown: **Ephrata, PA**

Major: **Business Administration**

Year: **Senior**

Why did you join the SEA?

I was talking to a professor from Career Services and she suggested to me to look at the SEA. I soon became very interested in becoming an SEA Ambassador.

What do you hope to gain from the SEA?

I hope to gain an abundance of knowledge about sustainability and get the experience of working with different teams on projects.

Rachel Shaw

Hometown: **Doylestown, PA**

Major: **Public Relations**

Minor: **Leadership**

Year: **Senior**

Why did you join the SEA?

One of my professors suggested the SEA since I did not know what job I wanted once out of college. He told me it was a great internship to learn to work with groups & clients. He also said I would gain the knowledge and experience I need.

What do you hope to gain from the SEA?

I would like to gain a direction of what I would like my career to be once I graduate and to gain an experience like no other.





Lindsey Litrenta

Major: **Public Relations**

Year: **Senior**

Hometown: **New Castle, PA**

Why did you join the SEA?

I joined SEA to gain more knowledge on project management while working hands on with actual clients in the entrepreneur industry.

What do you hope to gain from the SEA?

I hope to gain experience with different types of clients while completing different hands-on tasks to prepare myself for my future job.

Jonathan Deal

Major: **Public Relations**

Year: **Senior**

Hometown: **Beaver, PA**

Why did you join the SEA?

I hope to gain a better understanding of the administrative side to a nonprofit & gain relationships inside the realm of a business surrounding sustainability.

What do you hope to gain from the SEA?

I hope to gain a network of relationships and a better understanding of how to help a business become more sustainable and successful.



Events

April Issue

Happening in the greater Pittsburgh/Slippery Rock area

Empathic Listening

Most of us do not listen with the intent to respond with everything getting filtered through our own experiences. Empathic listening is different. The basic principle is to “seek first to understand before being understood.” This workshop will teach specific listening techniques that will not only help you to develop important personal and professional relationships, but also help you manage and avoid disruption and insulting behaviors. This workshop is packed with opportunities to learn, develop skills, and have fun.

- Thursday, April 1, 2021
- 1:00 PM - 3:00 PM
- Virtual
- Certificate: Foundations in Creative Leadership and Design Thinking
- [Website & Registration](#)

Inspire Speakers Series: Mobility, Health, & Justice in the Clean Transportation Revolution

Provided by Green Building Alliance; “At this event, we’ll learn more about the local context of Pittsburgh’s mobility evolution and its future, and participants. We’ll also hear about projects happening here in our region and in other parts of the country to address the multi-faceted issue of clean transportation.”

- Thursday, April 1, 2021
- 3:00 PM - 4:30 PM
- Virtual
- Cost: \$5-\$10
- [Website & Registration](#)

SEA Events/Outreach: Community Day

The Sustainable Enterprise Accelerator would like to hold a clean-up day event throughout Main St. to bring awareness about sustainability and the proper way to dispose of garbage. This event will include the Slippery Rock community and possibly SRU high school/college students. We want to get local businesses involved to either partner with our team or be part and participate in the clean-up day.

While also cleaning up the community our hope is to also educate on what items can be recycled, composted, and put in the garbage. Possibly done through video made prior to the event and distributed to those attending. Via email, social media, and website.

- Saturday, April 3, 2021
- 10:00 AM - 1:00 PM
- Meet at Gazebo across from SEA Parking Lot
- SEA Lot: 165 Elm Street, Slippery Rock, PA 16057
- [Website & Registration](#)

Tap into Resilience: Water Now Alliance Virtual Summit

“Connect with new ideas, a community of support, and inspiration around our shared vision for a more resilient water future. Your deep dive opportunities include a virtual tour of a green infrastructure program, our Water 101 crash course designed specifically for elected municipal leaders, and a workshop with the U.S. EPA staff about the Water Infrastructure Finance and Innovation Act (WIFIA) program’s loans for water infrastructure projects.”

- Tuesday April 6-8, 2021
- Virtual
- [Website & Registration](#)



Events: Continued

April Issue

Happening in the greater Pittsburgh/Slippery Rock area



Designing Your Life

Life really is about the journey. According to “Designing Your Life”, co-authors Bill Burnett and Dave Evans, “the design thinking approach lends itself especially well to the challenge of designing your life and vocation, large and vaguely defined tasks, because it allows you to start where you are – and build from there.” Throughout life, we are presented with opportunities in life and career that allow us to try a few things and learn as we go. The steps along the way are prototypes to learn from and enjoy; they are not failures. This session introduces faculty, staff and students to design thinking and how to apply it to their lives and careers.

- Thursday, April 8, 2021
- 10:00 AM - 12:00 PM
- Virtual
- Certificate: Foundations in Creative Leadership and Design Thinking
- [Website & Registration](#)

Climate Action Plans for Institutions

Provided by GreenGov and PSSI, “Secretary McDonnell will discuss the Pennsylvania Climate Action Plan and numerous other state initiatives DEP is leading or partnering on to reduce greenhouse gas emissions and address climate change impacts that are happening now and projected for the near future. Pennsylvania has ramped up climate actions under the Wolf Administration. Learn what’s underway, where we’re headed, and how you can get involved.”

- Friday, April 9, 2021
- 1:00 PM - 1:40 PM
- Virtual
- [Website & Registration](#)

Free Recycling Educational Webinar

Presented by Pennsylvania Resources Council: In conjunction with the City of Pittsburgh’s blue recycling bin distribution program, residents can learn to recycle right by taking part in a free online workshop.

- Monday, May 3 & May 10, 2021
- 6:30 PM - 7:30 PM
- Virtual
- [Website & Registration](#)

ASCE/EWRI Sustainability Conference

Save the date for this 2-day virtual conference presented by ASCE/EWRI & Sustainable Pittsburgh.

- Thursday, May 6 at 4:30 PM to May 7 at 12:30 PM, 2021
- Virtual
- [Website & Registration](#)

Better Building, Better Plants Summit: A Leadership Symposium

Provided by: US Department of Energy Better Buildings. This summit will feature engaging and interactive sessions, as well as opportunities for attendees to network with their fellow industry peers and experts

- Monday, May 17-20, 2021
- 11:00 AM - 5:00 PM
- Virtual
- [Website & Registration](#)

Project Update: *Transforming Culture Consultants*

By Dimeria Little

I have the gracious opportunity to be working with the organization, ***Transforming Culture Consultants (TCC)*** as my client this semester.



TCC's mission is to provide businesses with educational modules and seminars to create **effective management** within the work-place environment. The founders: Sharon Wilson, Dr. Cindy LaCom, and Dr. Rhonda Clark each contribute their talents and learnings from career experience of business consulting, gender studies, and human resources.

Some driving forces of job dissatisfaction and low retention rate in the work-place stem from improper management training on topics such as diversity and inclusivity. In the future, TCC intends to **evaluate** its clients' work-place culture, **identify** the weaknesses, and **educate** the employees to provide the best solution that leads to an **inclusive and progressive work environment**.

The role I have within the company is their need in marketing for its educational content and social media management. For the past few weeks, I've **gained hands-on experience** compiling research and transferring my results into documents for future reference. I've also had the experience of indulging in a public-relations writing seminar with the help of Joy Stanek, former- SEA ambassador and SRU alumni.

By the semester's end, I hope to feel **more confident** in my writing capabilities in the public relations and marketing industry.



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SEA Events/Outreach: Clean-Up Day

By Lindsey Litrenta

With the start of Spring, there is no better event to have than a Clean-Up Day for the Slippery Rock area. The SEA Events/Outreach group is partnering with Mayor JonDavid Longo, Clean- Up 412, and the Commander of SRU ROTC (Austin Reep) to make this event happen.

The Clean-Up Day will be Saturday, April 3rd from 10 a.m.- 1 p.m., throughout Slippery Rock streets. We will **meet at the downtown gazebo** for registration and to get materials that will be provided. There will be **masks, gloves, hand sanitizer, garbage bags and rakes available** for all participants. Even though the event is outside we are still following social distancing and wearing masks when in bigger groups.

To RSVP for the event there is a google link that will be attached to visit. https://docs.google.com/forms/d/17-bydRb5_R-5MR78v9OFIJqbsuJOedKC1RNSMicxL80/edit

There will be pictures taken during the event to be posted on SEA social media pages. **All ages of individuals are welcome** to participate in the event to start Spring off by cleaning the streets up of Slippery Rock.



SLIPPERY ROCK TOWN CLEANUP

APRIL 3, 2021
10:00 AM - 1:00 PM
MEETING AT THE DOWNTOWN GAZEBO

MAYOR
JONDAVID R. LONGO



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Project Update: *The Birdwatchers*

By Jon Deal

The Birdwatchers Store is located on New Castle Road when leaving and coming into Slippery Rock. This store is full of everything bird and all the supplies for someone who wants to bring more avian creatures into their backyard. The people who work in the store are very kind and knowledgeable on types of birds and how to attract them. The owners of the store, David and Lori, are stewards of the environment and are constantly trying to learn more in the realm of birds.

The store has everything one would need to attract birds to their backyard and keep them close. Birds have the same basic needs as people, which are food, water, and shelter. *Birdwatchers* has **feeders for different types of birds** and **food ranging from seeds to nectar**. The store also has **birdbaths** for a water source and **nesting material** for you to leave out so the birds will set up camp close.

David and Lori welcome their fellow environment-minded community members into their store. They **sell photography and artwork** from Slippery Rock community members. They also use environmentally friendly beans in the coffee machine available for patrons. David and Lori wish to help the community to become more in touch with the environment and have chosen the fantastical world of birds to bridge the gap.

Currently, the Birdwatchers Store is partnering with the Sustainable Enterprises Accelerator for help in their content **management for their online outreach**. I, Jon Deal, have created a content calendar for the Birdwatchers Store and am **researching topics** to post about for the store. I will be **planning their content** for the next few months and researching topics to write articles on how migration patterns changing can show climate change impact.



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Project Update: *Butler Succeed*

By Rachel Shaw



Butler Succeed is a Slippery Rock University nonprofit center for **community engagement, empowerment, and development** in Downtown

It looks to **build mutually beneficial partnerships** to **enhance the quality of life** in the Butler, County and University committees. Within the organization, it seeks to advance learning, research, and civic engagement.

The Sustainable Enterprise Accelerator (SEA) plans to help Butler Succeed with a couple of different projects to further future generations to succeed with support. Individuals usually come across a speed bump when they want to generate their own start-up business but do not know where to begin. Our goal is to **provide a center** for young generations that will provide resources, education and connections for young adults who want to start their own company in the Butler, County, or University community.

This will be done with the help of Butler Succeeds new building, Slippery Rock University and Butler County Community College facilities, as well as the SEA and their resources.

The second project the SEA will create for Butler Succeed is a **facility video**. Not many people are aware of Butler Succeed, its mission and vision, and a new building for this organization. We plan to make a video to **build awareness** and show the exciting projects to come through this nonprofit. Be sure to check it out on the SEA website at the end of April!



Sustainable Enterprise Accelerator
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Project Update: Aquaponics & Marketing at Macoskey Center

By Todd Swinko



What is Aquaponics? **Aquaponics** is a system that cycles water between fish and plants. The water from the fish helps the plants grow while the plants help keep the water clean for the fish. It is very important to keep the water flowing as much as possible to keep the plants growing and keep the aquarium water clean for the fish.

For the semester, our project team will be working with the **Macoskey Center**. It is a great place to learn about aquaponics and learn how the water is cycled between the plants and fish. The goal for the aquaponics project with the Macoskey Center is to **provide an educational video** on aquaponics along with an **instructional video** on how to build a small-scale aquaponics system at home, dorm room, or in a classroom for teachers. The video will be available to watch on the Macoskey Center YouTube Channel as well as in the form of a downloadable PDF with instructions for people that prefer an **in-depth look at the aquaponics system**.

We are hoping to **provide students and teachers a great lesson** on how to take care of their small-scale aquaponics system.

The marketing side of the project is working more closely with the Macoskey Center's learning garden and the Macoskey Center's farm stand. We have been **determining the most profitable pricing models** of produce and eggs as well as **comparing grocery store prices to farmer market prices** for both eggs and produce. We are looking for materials that are eco-friendly for labeling and packaging to best communicate the Macoskey Center's sustainability mission.



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Project Update: *Butler Downtown*

By Ilaria Perry



Butler Downtown is a non-profit tourist information center in Butler, Pennsylvania. Their vision is to **bring energy and vitality to the central business district of the city.**

So far, the SEA has been helping Butler Downtown to **develop a quarterly newsletter.** When we first met with them, we discussed their ideas and went from there. Myself and my fellow SEA Ambassador, Dejah Jenkins, worked to design and put together the layout of the newsletter. We began working on this project in late February and we are currently in the process of publishing a print and digital version of the newsletter to be released for April. The newsletter will feature **upcoming events and Butler business spotlights** to spread awareness and create engagement in the Butler community.

Be on the lookout for The Bright Side with BDT newsletter and follow @butlerdowntown on Instagram to stay up to date on the latest updates. After finishing this quarter's newsletter, the SEA will continue to work with Butler Downtown in order to **assist in creating promotional material** for upcoming events.

Project Update: *Center for Ageless Entrepreneurs (CAE)*

By Veronica Kasavich



CAE is an education platform designed to **support people** in the middle to later stages in life who are interested in entrepreneurship.

The platform is meant to **offer business training, mentorship, resources, and more**. With a pandemic looming over our heads for a year now, there has unfortunately been even more setbacks on the unemployment front. Our hope with the CAE is to provide those in their second half of life with the tools and guidance they need in order to do what they love, while not having to worry about the uncertainty of having a job.

The launch of this educational platform is in the works for consumers to experience and take advantage of. Recently, our team at the SEA has done research to further **identify potential target markets** and those who would be an early adopter, an individual or business who uses a new product, innovation, or technology before others. A separate research team for the CAE, with a few members of the advisory board, is **producing a survey** regarding phased retirement.

A **phased retirement** is essentially an arrangement that an employee has that progressively lessens their workload in order to aid in their transition from a full-time job into retirement. Different companies have different approaches and arrangements for employees in this area. This means there can be different requirements depending on where you work, so this information will be valuable for the CAE to know when identifying the needs of their market.

If you or anyone you know may be interested in the services of the Center for Ageless Entrepreneurs, spread the word! We welcome your **passion, curiosity,** and **willingness** to take risks. Let us show you that it is never too late to bet on yourself. We are betting on you too. **You can do it!**



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Sustainable Recipe of the Month:

Creamy Vegan Pasta Primavera

INGREDIENTS

- 1 cup raw cashews
- 2 cups dairy free unsweetened almond milk
- 2 tsp. lemon juice
- 1 tsp. salt
- ½ tsp. onion powder
- 6 carrots, peeled and sliced into ¼-inch thick rounds
- 1½ cup fresh peas
- 8 oz. pasta (use lentil-based, gluten-free spirals for extra protein)
- 1½ Tbsp. olive oil
- 4 crushed garlic cloves
- Fresh chopped herbs (basil, tarragon, dill, oregano, etc. - your choice), optional



INSTRUCTIONS

1. Cook the pasta
2. While pasta is cooking, steam carrots for 3 min. Add peas & steam for another 4-6 min., or until both are tender.
3. While vegetables are cooking, grind cashews in spice grinder or food processor. It will turn into a powder and may begin to clump into a paste.
4. Place cashew meal in blender with almond milk, lemon juice, salt, & onion powder. Puree until smooth.
5. Heat olive oil in large sauté pan over medium-low heat. Add garlic & sauté for 1 min.
6. Pour cashew-almond cream into pan, through a fine mesh sieve, if desired, to remove any little nut bits remaining. Bring to low bubble, while constantly whisking until it thickens to desired consistency, usually 1-2 min. If thickened too much, add splashes of almond milk to thin. Season to taste with additional salt & lemon juice, if desired.
7. Add cooked pasta & vegetables. Stir to distribute ingredients.
8. If desired, stir in chopped fresh herbs or top just prior to serving.

Join Us

All Majors Welcome!



What is the SEA?

The Sustainable Enterprise Accelerator at Slippery Rock University is a resource for entrepreneurs to start or grow a business with sustainability in mind.

What can the SEA provide?

- Guidance in transforming promising ideas into thorough business plans and early-stage businesses
- Help identifying opportunities for improving value creation
- Assistance in developing solutions for high priority business challenges
- Education on sustainability and entrepreneurship

Qualifications

- Creative and innovative ideas
- Open-mindedness/willingness to learn
- Team player
- Goal-oriented
- Well organized/detail oriented
- Self-motivated/takes initiative
- Dependable and reliable
- Able to work in an unstructured work environment

Schedule

- 3 credit internship, minimum 120 hours (semester timeframe)
- Flexible schedule around coursework, weekly set hours (10-12 hours per week)

Responsibilities/Tasks

- Develop project goals, objectives, initiatives, or strategies in collaboration with team members
- Develop or update project plans including information such as project objectives, work breakdown structure and deliverables of projects
- Direct or coordinate activities of self-managed project team
- Establish and execute a project plan
- Create/maintain plans or other documents related to assigned projects
- Assign duties, responsibilities to project team

How to Apply:

- Email resume to Dr. John Golden, SEA Managing Director at john.golden@sru.edu



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