



## In This Issue

- Project Updates
- Meet The Bonners
- Project List
- Fall 2022 Clients
- Client Profile
- Blog
- Client Profile
- Promotions
- Be Sustainable From Home
- Closing Remarks
- Connect With Us

November 2022

Editor: Keegan Hitchings

# Ambassador Project Updates



## Jensen Troy

Right now, I'm currently working on a few different projects! To start, I'm working on LinkedIn content and lead generation items for Transforming Culture Consultants. This has been rewarding for me because I have never made email sequences before. Speaking of social media, I have been creating content for Big Rail Brewing for Instagram. Also, I have been doing media relations and pitching for the Applebutter Inn and Slippery Rock Golf Club.

As far as the SEA outreach goes, we hosted a fun homecoming event where SEA alumni came to hang out and catch up. I also have been working on recruitment for the PASSHE Startup Challenge to try to get SRU students to achieve their own



## Keegan Hitchings

I'm currently working on a few projects. For Rooster's Coffee Bar, I just designed coupons to be given out at the SRU homecoming parade. I'm currently designing flyers for them and setting up a collaboration with the art department at SRU. For Center for Ageless Entrepreneurs, I created a content strategy and am currently setting up a YouTube channel for the CAE to reach a broader target audience.

In addition to editing the newsletter I am also continuing to update the webpage with up-to-date information and planning a change in design to give the webpage a more modern look

# Ambassador Project Updates



Steven Hollabaugh

I am currently working on SEA/BC3 collaboration where we are going to create a place where young individuals can come and get business help along with the help of engineers to create a 3-D model of their invention. I am also working with Butler downtown in lowering their BPT. Currently we have a team set working on the research aspect of the project along with myself and Dr. Golden in presenting it to the Butler Merchants.

MAPS is another project that I have acquired this semester. We are working on creating connections and spreading the word of

## To Become a SEA Ambassador Email:

[John.golden@sru.edu](mailto:John.golden@sru.edu)

[Stay Up To Date by Visiting our Website](#)

# Meet the Bonners



Esmeralda Bodón is a freshman environmental geoscience major with a concentration in environmental science from Trenton, NJ. Over the summer, Esmeralda spent time at her local watershed institute where she attended programs associated with clean water and hydrology. In her free time, Esmeralda likes to participate in various outdoor events and likes to hang with her two puppies Bucky and Mimi.

Esmeralda is part of the Bonner Leadership Program where she is interning for the SEA as a Bonner Leader. She is also a part of the Society of Latinos and Hispanics, Rock Catholic, International Club, and the GGE club



Sara Morar is a freshman with a criminology major. Sara enjoys reading, being outside, and spending time with family. She is a member of the Bonner Leader Program and is passionate about serving the community. Sara is excited for the future and her involvement at SEA.

# Fall 2022 Clients

Click Links for Additional Information

[Slippery Rock Golf Club and Events Center](#)

[Transforming Culture Consultants](#)

[Big Rail Brewing](#)

[Rooster's Coffee Bar](#)

[Thoroughbred Construction Group LLC](#)

[MAPS Technologies](#)

[Butler Downtown Merchants](#)

## Blog

Check out Steven's blog on ways to improve your time management skills!

[Blog](#)

# Client Profile: MAPS Technologies

Full Name – Steven G. Weismann

Hometown – Mount Dora, Florida (Currently lives in Hanaville, PA)

Business Name – MAPS Technologies, LLC

Logo -



Business web site - [MAPSTechnologies.com](http://MAPSTechnologies.com)

MAPS is a cloud based, end-to-end business management and sales automation solutions platform. The MAPS platform begins with an intuitive, user friendly, point-and-click CRM interface that integrates all its business tools. Customizable pipelines provide users with a visual view of sales opportunities that are driven by an automation module that creates advanced sequences based on user driven criteria like lead nurturing, reactivation, or long-term DRIP campaigns. The MAPS multi-channel communications management system includes two-way text messaging, ringless voicemails, live call transfers, email, and Facebook messenger. MAPS also integrates a proposal generator, a membership management system with external payment portal, a sales/lead management system, dashboard analytics panel, grant tracking, and commercial property listing manager.

Steve@Mapstechnologies.com

Ph: 972.740.2959

# Client Profile: Brown Shuggas

Full Name - Noviko Crawford  
Hometown - Braddock, PA  
Business Name - Brown Shuggas  
Headshot/Logo -



Brown Shuggas is your ultimate catering restaurant and event center. We serve lots of great southern-style dishes for family, friends, and associates to come and enjoy at reasonable rates. Everyone in the world has something to celebrate, so as you're thinking of your next event, keep us in mind. Let us help you create your vision by going above and beyond what you could ask or think!

Noviko Crawford / 724-556-1132

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**For more information, please contact:**

SLIPPERY ROCK UNIVERSITY

John Golden  
Assistant Professor, School of Business  
724-738-4352  
[john.golden@sru.edu](mailto:john.golden@sru.edu)



# Be Sustainable From Home

To be sustainable from home you can replace old lights with high efficiency LED lights. Keeping the planet in mind is something that is easier than it may seem. Doing this will give enough light for you to see, but is a much more sustainable option .

Reusing water is another good option. For example, you can use water that was used for boiling pasta to water your plants. Instead of pouring a new cup of water up for the same purpose.

Limiting the usage of paper towels is very helpful. Hand towels are easily cleanable and even though water is used to clean them. Paper towels are less environmentally friendly because of the process to make them.

With the holidays coming up very soon, it's best to buy a real tree every year instead of buying a fake tree. Nearly 90% of artificial trees are shipped around the world every year from China which causes a high usage of carbon emissions and resources to ship them.

# Closing Remarks

Hello reader,

Thank you for taking the time to read through this month's issue of the SEA newsletter. We will continue to get more in depth information for you each month. If you have any questions, comments or concerns feel free to [connect with us](#).

## Connect With Us

Facebook: [Sustainable Enterprise Accelerator](#)

Twitter: [SEAatSRU](#)

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