

HAMPDEN- SYDNEY COLLEGE



Tiger Tracks

Studies and career options
for Hampden-Sydney students
interested in a career
in Entrepreneurship

Entrepreneurship is about recognizing a way to create value in the world and having the determination and skills necessary to make it happen. This is true of both traditional entrepreneurs that bring products and services to market for profit and social entrepreneurs that seek to make a social impact utilizing market solutions.

YOU CAN DO ANYTHING
WITH A DEGREE FROM
HAMPDEN-SYDNEY COLLEGE

WWW.HSC.EDU

PREPARING FOR A CAREER AS AN Entrepreneur

MINDSET

- Entrepreneurs are creators. They take what they are passionate about and turn it into a business. Find your passion, determine if there is a viable market for it, and then pursue it. Along the way, don't hesitate to communicate your passion to others.
- Entrepreneurs crave the independence that comes from being their own boss.
- Entrepreneurs love to build things. They take their projects and scale them into profitable and productive enterprises.

ACADEMICS

While Hampden-Sydney encourages students to pursue and excel in the academic area which most interests them, an aspiring entrepreneur would do well to consider enrolling in the following courses.

- Theory of Entrepreneurship (Fall)
- Innovation, Entrepreneurship, and Social Change (Spring)
- Financial Accounting
- Managerial Accounting
- Classes related to the field that you want to start your company in.

CO- AND EXTRA-CURRICULAR ACTIVITIES

- Center for Entrepreneurship and Political Economy (CEPE) – Their Entrepreneurship Program provides students the experience, connections, and skills to help them bring their businesses to market. The program identifies students with implementable ideas, provides a successful entrepreneurial mentor, and supplements course work with seminars in the practical aspects of running a business. Students completing the program will gain valuable experience in project implementation as well as the chance to pitch their venture ideas to investors. There are two entrepreneurship sections within the CEPE. The Entrepreneurship section (run by Dr. Justin Isaacs) focuses on experiential learning through an Entrepreneurship Fellows program and by sponsoring an entrepreneurship contest, among other efforts to connect students with alumni mentors. The Social Entrepreneurship section (run by Dr. Gregory Dempster) also emphasizes experiential learning through its Social Entrepreneurship Fellows program and other efforts to connect students with alumni who share their interests.
- Hammer House – Students run a program where they help regional middle-schoolers learn mathematics and other life skills by building a large-scale replica house. They design the regional expansion strategy, lead the builds, obtain corporate sponsorships, and gain invaluable experience in managing the operations of an actual business enterprise.
- Create your own business on campus – Students often meet needs on campus by creating their own business, from power-washing campus buildings to delivering burgers.
- Ferguson Center for Public Speaking – Communication skills are essential to persuading others of the value of your business idea. Hone your pitch here.
- Career Education Workshops – The Career Education Office sponsors workshops and presentations by alumni and friends of the College who have had success founding businesses.

PREPARATION FOR EMPLOYMENT

- Decide: do you want to start your own company or learn from an established entrepreneur?
- Develop relationships with mentors through the Hampden-Sydney alumni network and personal contacts.
- Get to know venture capitalists and find someone to fund your venture.
- Hone in on your idea and visualize it as a business.
- Follow thinkers and innovators on Twitter and other social media outlets.
- Read materials on innovative and start-up companies.
- Get hands-on experience and travel.

GRADUATE STUDY

Entrepreneurship as an academic field is only just emerging, so there are no set path for graduate study.

- Keep in mind that graduate study may not be necessary—go build your business!
- An MBA will give you a thorough education in the fundamentals of running a business. A non-traditional graduate business education such as a one-year MBA from a school like Acton, or a degree more specifically related to your business, may be more appropriate.

HAMPDEN- SYDNEY COLLEGE

Forming good
men and good citizens

*“Because I’m
my own boss,
I get to travel,
work when I want,
and have an
amazing lifestyle!”*

JAKE DWYER '05
CEO, *Active Nutrition*,
Los Angeles, California

SOME BUSINESSES
FOUNDED BY OUR ALUMNI



**COLLARED
GREENS**

ADVANTOR
SYSTEMS CORPORATION



**Cardinal
APPLICATIONS**
LLC



ADAM O'DONNELL '12
CEO, *Wash-It Power Washing, Farmville, VA*

Adam O'Donnell will graduate from H-SC in May of 2012 with a degree in Economics. He has served as a resident advisor and a student senator, and is a member of ODK. Adam has founded two pressure-washing companies that operate in Tennessee, Virginia, Louisiana, and North Carolina. His senior year he founded *Campus-Delivery.com*, a service that delivers McDonalds to the

H-SC campus. Upon graduation, Adam plans to grow and expand his most recent venture, Cardinal Application, a smartphone application-development business.

HAMPTON HOWERTON '07
Music lawyer, *Nashville, TN; President, Tour To Teach*

Hampton majored in Economics and was a member of the Society of '91, a Hobbie Business Ethics scholar, and president of Sigma Alpha Epsilon fraternity. After college, Hampton through-hiked the Appalachian Trail before completing the JD-MBA program at Campbell University. He works in Nashville as an entertainment attorney. Hampton also works as an artist manager at The Artists Organization.



JAKE DWYER '05
CEO, *Active Nutrition, Los Angeles, CA*

Jake Dwyer graduated with a degree in Political Science. As a student he wrote movie reviews for the *Tiger* and *The Farmville Herald*. Upon graduation, he moved to Los Angeles and began working in film production. Eighteen months later, 40 pounds heavier, broke, and over-worked, he decided to start a small nutrition consulting business. Five years later, he and his partners have 6

locations on the west coast, and they have plans for future expansion. “Because I’m my own boss,” he says, “I get to travel, work when I want, and have an amazing lifestyle!”

RANDY ASHTON '01
CEO, *Collared Greens (American, Eco-Friendly Clothing Brand), High Point, NC*

Randy majored in history and was an All-American lacrosse player at Hampden-Sydney. Upon graduation, he moved west to the Rocky Mountains to pursue his interest in photography; he published two books picturing rivers and fly-fishing around the world. HRH Prince Charles wrote the foreword to his second book. In 2008, he founded Collared Greens in Ketchum, Idaho, as an eco-friendly clothing company for trendsetting and fashionable folks. The thriving business employs several fellow Hampden-Sydney alumni. Randy relocated his headquarters to High Point, NC, in 2011.



ANDY FREITAS '92
President, *Colonel's Limited, LLC, Papa John's Franchisee, Washington, DC.*

Andy majored in psychology, was a student senator, and station manager at the Tiger radio station. Upon graduation, he and his father, who had just retired from the military (he was in charge of war plans during the Gulf War), became the first Papa John's franchisees in the DC area. Over the next eight years,

Andy and his father went to work nearly every day except Thanksgiving and Christmas, but enjoyed the satisfaction of becoming the most successful Papa John's franchisee in the world while operating in one of the country's most competitive markets. Andy operates 54 stores in the Greater DC metro area. He is a Hampden-Sydney Trustee and a judge in the annual entrepreneurship

TODD FLEMMING '85
President and CEO, *Advantor Systems, Co-Founder, InfrSAFE*

Todd double-majored in Economics and Biology and was the treasurer of Theta Chi social fraternity. He earned his MBA from the Fuqua School of Business at Duke University and began his career in management for companies in the security industry. Todd is currently the President and CEO of Advantor Systems, a company of approximately 180 employees which provides security products and services to the US Federal Government worldwide. Todd co-founded InfrSAFE, the parent company of Advantor Systems, and now runs the subsidiary. He is also a managing member of Otis LLC, a private investment firm.



IF YOU WOULD LIKE TO SPEAK WITH MEN LIKE THESE, PLEASE CONTACT THE CAREER EDUCATION OFFICE AT (434) 223-6105 OR VISIT WWW.HSC.EDU/CAREER-EDUCATION.HTML