

It's a **dog-eat-dog** economy. Multibillion-dollar corporations have been reduced to asking the government for money. But there is **good news**. Recession breeds **innovation**. And Baylor's business programs are training world-class **entrepreneurs**. Here are a few stories of alumni and student entrepreneurs and tips you a can use to **launch** your own business.

Risk&Reward

SECTION B A SPECIAL TO THE LARIAT TUESDAY, APRIL 7, 2009

Past- 1930

Present- 2009

In the face of
destruction,
Ingenuity thrives.
And Waco is no
exception.



Photo Illustration by Stephen Green/ 1930 Waco photo courtesy of the Texas Collection

Austin Avenue in downtown Waco as photographed in 1930 and 2009. The many renovations have constantly changed the face of the downtown area. On May 11, 1953, a tornado ripped through central Waco, destroying and devastating the area. "Downtown is just now recovering from a tornado from 50 years ago," said David Allen, director of Baugh Center & Family Business in reference to the recent revitalization of downtown.

By Brian Bateman
Sports editor

For 56 years, much of downtown Waco hasn't had a lively existence, doubling as a reverent monument to a deadly 1953 tornado. Before the storm, Waco was a bustling city, full of local business owners who took it upon themselves to establish and propel a thriving economy. "Our building was hit (by the tornado)," said Jennie Sheppard, director of communications for the Dr Pepper Museum and Free Enterprise Institute. "It was one of the few that wasn't torn down. (Waco businesses) needed to replace what

they had, but it wasn't necessarily replaced on site." But downtown Waco has had a history of entrepreneurs dating back to 1885 with Dr. Charles Alderton and the predecessor to Dr Pepper he made in his Old Corner Drug store. There was no nationwide economic crisis, just Alderton trying to make a living as a pharmacist. Fortunately for Dr Pepper fanatics, he handed the concoction to Wade Morrison and Robert S. Lazenby, who were more interested in adjusting budgets than prescriptions. "Entrepreneurship can just be the way you promote something. You can see a product

and say, 'I can sell that' or 'I can paint that blue,'" said Jack N. McKinney, executive director of the Dr Pepper Museum and The Free Enterprise Institute. "Entrepreneurship is about establishing yourself. It's the guy that figures out how to sell that makes the difference." The product was sold locally for 19 years before it became an international hit. Then a trip to the 1904 World's Fair and a new, cheaper way to bottle the soft drink gave Dr Pepper its first taste of success. In the 1920s, Dr Pepper's headquarters left Waco for Fort Worth, but it was far from the end of the soft drink's battles. Prior to World War II, the Unit-

ed States government rationed many foods and drinks. When Dr Pepper heard of the plan, it fought the legislation. "(Soft drink manufacturers) had to appear in front of the Senate subcommittee, but they were able to make their case," Sheppard said. "(After that), the soft drink industry wasn't rationed." After the war, the Waco economy flourished, but a May 11, 1953 tornado changed that. "I was almost downtown when it hit. I was just five minutes away," said David Allen, director of Baugh Center & Family Business. "It was like we were bombed during World War II."

A Waco resident all his life, Allen started Allen Outdoor Advertising, which managed billboards, and Puremco Manufacturing Company. But he joined the masses that abandoned downtown Waco. "When I was a youngster, downtown was the center of the community. You'd go down there on Saturday and the streets were loaded with people," he said. "Back in the '60s and '70s, it was a ghost town. Downtown is just now recovering from a tornado from 50 years ago." With the town left in shambles, Wacoans spread away from downtown, preferring to build new structures in other

locations. The growth of Valley Mills Drive and other local hotspots are a result of that storm, Allen said. The population never fell, though. In 1952, there were 84,300 people in Waco. It has grown every year since then, topping 100,000 in 1980. And that meant more markets for people. "Anytime there's change, there are always new opportunities developing," Allen said. "You've got to focus your promotions to those people who are true customer products. That means the people who want or need to buy your prod-

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Business 1301: A lesson in learning from the best

By Sommer Ingram
Staff writer

Dr. Blaine McCormick, assistant professor of management, believes that business is one of the good guys. "Business makes the world a better place," he said. "It is a tool set that you master to help make the world a better place, just like engineering or social work or governance or education. That's what we're here for, because where businesses thrive and flourish, people thrive and flourish." McCormick teaches the introductory business class in the Hankamer School of Business. The course, titled Business, The Economy and World Affairs, landed a spot among

universities like Massachusetts Institute of Technology, Cornell and Stanford in Inc. Magazine's top nine entrepreneurship classes across the nation. Inc. is a business magazine that serves as a daily resource for entrepreneurs. "This was a great honor for the business school itself," McCormick said. "I think it reaffirms the solid national brand of the business school. The entrepreneurship program has been known nationally for several decades. All I try to do is leverage that by teaching entrepreneurial content in creative ways." The course focuses on three things: increasing business literacy, giving students a foundation for personal and profes-

sional ethics and jumpstarting their careers in professional development. "The 1301 class is supposed to be the first impression of the business school that freshmen get," said sophomore Samantha Stephenson, a Course Leader for the class. "I'm proud of the things we accomplish in this class and I think the students really enjoy it." Former associate dean of the business school, McCormick took over the Business 1301 class from long-time professor Dr. Larry Chonko in fall 2007. In Chonko's class, students participated in an entrepreneurial exercise that included creating and planning a business throughout the semester. When McCormick took over, he took

things in a slightly different direction. "The entrepreneurship component comes in, in that we didn't adopt an introduction to business textbook," McCormick said. "I looked at numbers of them, and while I found them to be thorough, I didn't find them to be riveting. So we looked at all the possibilities available and wanted something hands-on, something technology-driven." The course creates podcasts from each class lecture and brings in a guest speaker each class period for a time slot of 20 minutes, often through video conferencing. But a major component of the course that accomplishes McCormick's technological mission is the Foundation Busi-

ness Simulation, a massive multiplayer online game that teaches students the ins and outs of running a business. "It is just a relentless and wonderful teacher," McCormick said. "The goal is not to shoot accurately, but rather to run a profitable business, which is better than a textbook by far. The words margin and leverage and working capital and free cash flow—these are not abstract terms anymore." Each week, teams of students make about a dozen business decisions and enter them into the computer. The simulation runs and evaluates each industry to assign each team anywhere from zero to 1,000 points. "We want to be technologi-

cal frontrunners in everything we do," McCormick said. "In the future there will be two kinds of classes: classes with simulations and classes without. That's how good the technology is getting. I think simulations are here to stay in the college environment and are great tools for business education." In the absence of a traditional textbook, McCormick has relied on the Autobiography of Benjamin Franklin as a key tool in his class. "This is the first great entrepreneurship story in America that was written down," he said. "Franklin, in many ways, taught the colonial business school, so we look back 250 years and see

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Online ventures find niche despite troubled economy

Microfinance organization connects loans online

By Jenna Williamson
Reporter

Afghan Gul Faiz Mohamad only needed \$350. The uneducated widow's goal was to buy new embroidery machines for her shop in Kabul, Afghanistan. The profits from her business help support her family and fund her children's education.

A Canadian man loaned Mohammad the funds she needed, which she has since repaid in full. The agent connecting Mohammad to her investor was Kiva, a nonprofit microfinance organization that helps small businesses across the globe obtain loans via the Internet.

Since launching in 2005, Kiva has partnered with microfinance institutions in 44 countries to target and aid people who can't secure bank loans. More than 468,000 people have invested more than \$27 million in small loans through Kiva.

Tamara Sanderson, a 2006 Baylor alumna, is a consultant for Oliver Wyman, an international management consulting firm. Through the company, she was able to spend four months working for Kiva at the San Francisco headquarters.

"Microfinance is a sustainable way to help the working poor, and it is changing people's lives," Sanderson said.

On Kiva.org lenders can set up an account and browse the profiles of entrepreneurs. An individual can loan as little as \$25 or a donor can fulfill the complete loan amount.

The risk of not seeing a return on a loan is small — 2.1 percent — and the Web site explains the system of repayment in detail.



screen shot

Waco junior Bo Weathersbee learned about Kiva through a Wall Street Journal article. Since January, he has loaned to entrepreneurs in Nicaragua and Rwanda, and he's seen return on both investments.

Feeding his interest in social entrepreneurship, Weathersbee enrolled in Entrepreneurship 4380 this semester.

The course focuses on microfinance and economic development in Africa, and includes a trip to Rwanda in May.

Weathersbee said in past social entrepreneurship program trips, the purpose has been "to do" something, such as running a vacation Bible school.

"This is really cool because we're going (to Rwanda) to learn," he said. "It's a good model for developing coun-

tries."

Dr. Kendall Artz, director of the Baylor Entrepreneurship Program who teaches Weathersbee's ENT 4380 course, has used Kiva to illustrate microfinance to his students.

"Most of microfinance is done by people on the ground," Artz said. "Kiva allows somebody to be involved without ever actually having to go to the country."

While at Kiva, Sanderson's job was developing marketing and recruitment strategies for volunteer programs. She said these programs are a great way for Baylor students to get involved.

"Kiva is changing lives in the developing world, and I was excited to be able to play a part," Sanderson said.

Through the Kiva fellows program, students can spend

three months to a year abroad, working directly with the entrepreneurs or a microfinance organization.

Students can also be a Kiva translator or editor, which involves volunteering a few hours per week online.

"You get to help the entrepreneurs tell their story," Sanderson said. "Also, students can start a Campus Kiva (a microfinance Kiva club) or organize a group to lend online together."

Information about these programs is available on the Web site.

Weathersbee said organizations like Kiva have opened his eyes to ways he can use his degree to make a difference.

"I could definitely see myself combining my spiritual education and business education to make a career out of social entrepreneurship," he said.

Passion helps 24-year-old alumnus to succeed

By Shanna Taylor
Reporter

David Grubbs has a passion for connecting people, and in the past few years, the 24-year-old Baylor alumnus has overcome many things to put that passion into action.

Grubbs is the founder and CEO of two separate corporations: Campus Collect

Inc. and Movement Hub Inc. Both companies host networking Web sites that seek to build connections among people with common goals and make ideas into realities.

Campus Collect began in 2005, while Grubbs was still a student at Baylor, and grew out of a project for a Business 1301 class his freshman year.

The business was based around the idea of an online network for students that would make managing their everyday college experience—running their organizations, collaborating with other students, managing their time—easier online. It was launched campus-wide at Baylor in 2006.

The site was an almost overnight success. In the first four days, over 800 people signed up. Throughout its first semester, that number grew to more than 3,000. The team quickly realized that the site was not designed to handle that much traffic, and had to take a step back and redesign the Web site.

The second generation of Campus Collect, a Web site called Noozhoo, is scheduled to go online in a couple of months.



Grubbs

"Noozhoo is essentially a platform where students from around the world can collaborate and work together," Grubbs said. "It's a tool that takes college life and just makes it real simple and easy."

Grubbs said he intends the site to be a place where upperclassmen can give underclassmen tips on how to experience life on campus, and students have all the tools they need to manage their organizations right at their fingertips.

Movement Hub Inc.'s Web site, Go HUB, takes the same idea and turns it into a tool for making a difference on a global scale. The site seeks to connect people with service opportunities that utilize their passions.

"Everyone wants to make a difference and change the world before they die. The problem is that very few know how," he said. "Go HUB was designed to show people how they can use their skills, talents and abilities to make a difference in the world, whether it be in their local community, or anywhere in the world."

Go HUB is a nonprofit service that will 'match' volunteers with organizations when it publicly launches sometime this month. The company grew out of a vision Grubbs had his junior year, and was officially chartered in January 2008.

Grubbs has been able to accomplish so much in such a short time because of his extraordinary passion, said Dr. Kendall Artz, director of the Baylor Entrepreneurship Program, who taught Grubbs as an undergraduate.

Artz invited Grubbs to speak in one of his classes this January while they were

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For those looking for cheap retail structure, \$15 per month eBay store may be e-commerce solution

By Morgan Hoffman
Reporter

With the economy in decline, many businesses are cutting costs and students have been left jobless.

One answer to these problems is for students to start a business on their own. In this digital age, a way to do this is to be an online entrepreneur.

Starting an online business may seem easy, but there are so many variations of e-businesses.

Students interested in starting their own business must first consider what they are looking to sell. For instance, if people wish to sell some of their old baseball cards or an old iPod, they would probably be better off using a third-party Web site such as eBay.

eBay is an online auction site that allows members to register and sell whatever they want to various bidders. In return for this service, eBay charges a small listing fee and final sale fee to sellers.

eBay also offers the option to purchase an online store for various monthly fees, depending on the amount of items sellers want to list and the customization options they want with their store.

Online stores offer sellers their own Web site address, custom designs using eBay templates and more integrated marketing and sales tools.

Joey Fitzpatrick, a sophomore at the University of Texas at Dallas, sells more than 100 items per month using an eBay store for which he pays a \$15 monthly fee.

Fitzpatrick said he is able to sell more than \$1,000 worth of merchandise a month buying things on sale in stores and reselling them on eBay.

"By looking through magazines, ads and Web sites, I am usually able to find deals where stores sell things cheaper than they would sell for on eBay. When Circuit City was going out of business I was able to take advantage of a lot of the things they needed to get rid of and sold them on eBay for instant profit," Fitzpatrick said.

Fitzpatrick said he is usually able to make at least a small profit on sold items.

"Because it is an auction site, I always run the risk of losing money on items, but I usually have done enough research where I know what I can expect

to make off an item. I would say I usually make around \$10 in profit per item sold before eBay

and PayPal take a fee out of my final amount," Fitzpatrick said.

PayPal is the Internet's largest online payment solution and has more than 70 million active accounts.

PayPal offers security against sellers who may not follow through on a sale and acts as a third-party intermediary between buyer and seller.

PayPal also offers sellers an easier way to arrange shipping of items and tracking sales and shipment progress, said Ronda

Harris, a PayPal customer service representative.

"Once you've purchased the (shipping) label, all you need to do is print it and attach," Harris said.

If eBay isn't what a student may have in mind, there are alternatives.

Many sites offer eCommerce hosting, which are options potential online business owners have in setting up their own Web site.

While it is a more expensive option than using eBay, it does offer the seller more customization options and a more detailed interface.

One of these Web sites is GoDaddy.com, which is the

world's largest domain registrar.

By purchasing Quick Shopping Cart through GoDaddy.com, sellers are able to use templates provided by the Web site to customize the design and colors of Go Daddy templates.

Using an independent Web site may help prevent Internet fraud and offers sellers the chance to accept credit cards without using a third party Web site such as PayPal.

"Merchant accounts provide a secure, convenient method for customers to make an electronic payment for goods and services and help e-commerce Web sites increase sales while reducing paperwork and financial risk," said Bob Parsons, CEO and founder of the Go Daddy Group, Inc. in a press release.

For more information about selling on eBay, visit: www.ebay.com

Junior helps clients find target customers in chaos of media

By Hayley Hibbert
Reporter

Few college students can say they own a successful business and attend school full time.

At 20 years old, Austin junior Ryan Payne, an entrepreneurship major, spent the past year building Ryan Payne Media. Payne created Ryan Payne Media in order to help his clients reach their target customers more easily and not get lost in the busy world of television, Internet, magazines, advertising, billboards, spam, etc.

Q. What is Ryan Payne Media? What services do you offer your clients?

A: I build custom Web sites and business cards for clients. My goal is to help my clients stand out among the many distractions we as consumers face on a daily basis, and to make sure my clients' message reaches their intended customers.

Q. How did you get started?

A: I had never really planned

on starting my own company. In May 2008, my mentor and a close friend of my family, Don Dalrymple, president of Ascend Works, called me and asked if I wanted a great opportunity to start my own business. I was planning on getting a job over the summer, but decided to take the chance and I bought the license to Ryan Payne Media at the Dallas Courthouse.

Q. How do you attract customers? Do you advertise?

A: I work a lot with my dad. I manage several ad campaigns online for his clients.

So far, I haven't had to advertise. I've gotten all of my clients by word-of-mouth referrals from my dad's clients who I've worked with.

Q. Where did you get the initial funds to start the company?

A: If I recall correctly, buying the license to Ryan Payne Media only cost me \$25 at the Dallas County Courthouse. I also bought the Web site address.



Jacky Reyes/Lariat staff

Ryan Payne, a junior finance and entrepreneurship major from Austin, owns his own business, Ryan Payne Media.

My dad and I designed it on our own, with a few revisions along the way.

Q. Do you have any other employees, or are you the only employee?

A: I am the president and only employee of Ryan Payne Media. However, I sometimes

hire out contractors who will create the artwork or help me with small tasks like that. That way, I don't have to have a full-time employee, but I'm able to get outside help when I need it.

Q. As the president of the company, what do you do exactly?

A: Since I'm the only employee, I oversee the process from start to finish. I offer the clients templates, and they choose the specifications they want. Within 48 hours of receiving a request, I create two to three designs for the business cards. The client and I talk it over, I listen for their corrections and suggestions, and we settle on a design.

Q. How much time do you devote weekly/monthly to Ryan Payne Media?

A: The amount of time I spend working each day really depends on the number of orders I have. Some days I will spend eight hours working, and other days not at all. Sometimes I have as many as four to five orders in progress, sometimes fewer. So, it really depends on how many clients I'm serving at once.

Q. Is it difficult balancing your time between Ryan Payne Media and your college courses?

A: Absolutely. I've had to

learn what I need to do, and in what order. I get the most important tasks done first.

Q. What are your plans with Ryan Payne Media when you graduate?

A: I haven't decided yet. I may do something bigger with it, or it may become just another side project. It's up in the air.

Q. Can you offer any advice for students looking to start their own businesses?

A: The first thing that I would tell students is to not be afraid of failure. One of the key differences between a leader and a follower is that a leader is willing to accept failure and a follower is fearful of it.

Many times, fear of failing is what prevents people from trying something new, especially if it involves risking time and money. One of the most important steps in starting a business is to accept that failure can help you grow, and to not be afraid of getting started in creating a new business.

Business flourishes as crashed computers are saved

By Farah Damani
Reporter

It's the night before a project you've been working on for a month is due, and all of a sudden, your computer crashes. You're panicking because you're afraid all of your work is gone. What do you do now?

Waco PC Repair is a local, privately owned company that is owned and operated by Queens, N.Y., junior Joey Rodriguez and Tyler senior Cody Carpenter. The two Baylor undergraduates say they receive calls with similar stories all the time, and know how to handle such situations.

"We are on-call maintenance; we get calls as late as 11 p.m. asking us to help them fix their frozen computer," said Rodriguez, an electrical and computer engineering major.

Rodriguez came up with the idea to open up his own computer repair shop while he worked at the Baylor Information Technology Services department in the spring of 2007. That's where he met his friend and business partner, Carpenter, a management information services major.

"We thought we could do a better job and get it done faster than everywhere else," Carpenter said. "That was the main goal."

Through their company, Rodriguez and Carpenter said they have become closer friends.

"We actually run together and talk about business. It's kind of like an informal meeting," Rodriguez said. "Having someone there to support you is good when you're afraid to grab onto a new idea."

Waco PC Repair offers services such as backing up data, reinstalling Windows, replacing keyboards, handling hardware problems and performing other services that are fully listed on the company's Web site, www.WacoPCRepair.com.

"We guarantee the number of days it will take to fix your computer, and you're saving money," Rodriguez said.

Computer repair services cost \$50 an hour and usually don't take more than 2 hours to fix, but

Carpenter says that it varies from case to case.

"I saved a lot of money by getting my computer fixed with these guys," Houston sophomore Emily Baird said.

Baird has gotten her computer fixed at other locations, but said Waco PC Repair has done the most thorough job so far.

"Their customer service was better," Baird said. "They fixed my computer within 24 hours, and it was cheap. Geek Squad doesn't have anything less than \$100."

Baylor students are not their only clients. Rodriguez said they get phone calls from as

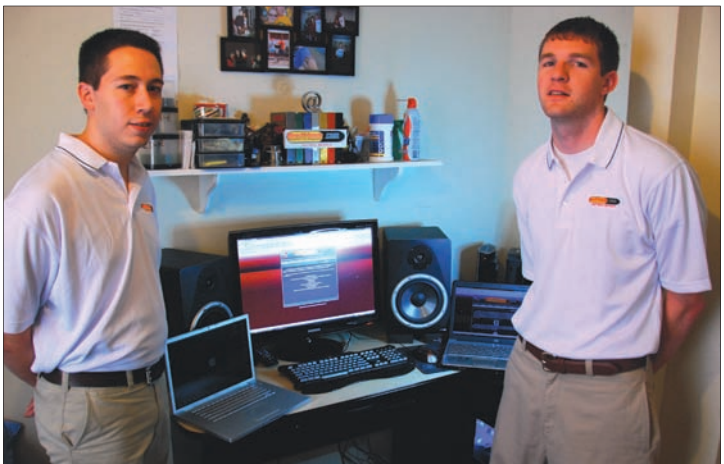
far as 50 miles outside of Waco.

"About 60 percent of our customers are outside of Baylor," Rodriguez said.

Since the name of their company can be a bit misleading, Rodriguez and Carpenter like to clarify that they also work on Macbooks and not just PC's.

As of now, Waco PC Repair runs from the men's apartment at University Parks Apartments.

Rodriguez and Carpenter said they are both hopeful about their business, and that they have role models to look up to. "Michael Dell started the same way we did, out of his apartment in Aus-



Stephen Green/Lariat Staff
Joey Rodriguez and Cody Carpenter run a computer maintenance company, Waco PC Repair, from their apartment.



Alumna keeps memories alive through family stories

By Brittany Hardy
Staff writer

Baylor alumna Carol McLaren has created a unique business: she preserves the memories of individuals.

As a part of her business, Unique Life Stories, McLaren meets with individuals who tell her their family stories, and then she organizes and privately publishes them into picture books to pass down through their families and future generations.

"My mother passed away right after I left college and when she died all the stories that were in her family died with her because she didn't have any siblings and we didn't write anything down," McLaren said.

For most of her life, McLaren said she has had a strong fear of guns. She married a hunting man who frequents gun shows, but she could never go with him.

For a long time she was unsure of where this fear came from, but finally remembered a story that had been passed down through her family.

The story was about a young boy within her family, many years ago, who was playing with a gun in the front lawn and accidentally shot a baby who was in the arms of its mother.

"That story affected my worldview, and I realized that our family stories affect our worldview. They tell us what is important," McLaren said. "In this age, we don't sit down and talk with our parents and tell those stories. We don't have those kind of meaningful stories to help us decide what is important."

McLaren created Unique Life Story as a way to solve this problem. She writes down the stories she is told and binds them into different kinds of organized books.

Generally, they are oversized pictures books, but if the family does not want pictures or does not own them, McLaren also creates regular bound books, either hand-bound or bound from a publisher.

McLaren is a writer. Her educational background includes degrees in English, journalism, and political science.

McLaren said she has had some trouble with the current economy, but that she hopes people will not wait to have their memories preserved in these books.

"You cannot wait to record the stories until the economy is better, because the people passed. You have to do it in the present, because the future is not a guarantee," McLaren said.



Courtesy Photo

Baylor alumna Carol McLaren founded Unique Life Story, a company that makes books to preserve family stories and photographs for future generations.

Sno-cones spark interest in business world

By Nick Dean
Staff writer

Sno-cones, America's summer staple, provide delicious flavors with refreshing coolness. For Grant Magness, a freshman pre-business major from Corsicana, they were a segue into the business owner's world.

Grant's Iceberg, the brain child of Magness, is a one-man-run sno-cone shop on wheels that travels in Corsicana and surrounding cities providing shaved-ice treats to kids and adults.

"My dad and I saw that there was a sno-cone business for sale in front of the owner's house," Magness said. "My dad and I discussed the advantages and the disadvantages of purchasing the business, and in the end we decided that the advantages outweighed the disadvantages."

Magness said he took out a loan from his hometown bank and syrup-covered ice became his breakthrough in the entrepreneurship realm.

"I had to learn about the business world early to be able to manage," Magness said. "It also helped me determine that I would want to be a business major at Baylor."

Each day, McLaren writes the stories, checks e-mail, works with contacts, edits, distributes books and hands out business cards.

McLaren said she really believes in the life-changing power of a good story.

"When you have an opportunity to do something or not do something, that story will be in your head," McLaren said.

After McLaren finished at Baylor in 1977, she received a public relations job, but the company went under. Next, McLaren went to work for a daily newspaper, then a weekly newspaper and then a senior citizen publication.

She and her husband went on a mission trip to Cambodia and served as missionaries in Nigeria.

McLaren and her family returned to Baylor, where McLaren studied Spanish in order to teach back in Nigeria, but they were unable to return.

"My heart was never really in teaching. My love is writing and I had been writing through the years. I knew if I didn't start writing, I would never start writing," McLaren said.

McLaren said she has always had a love for feature and column writing.

"I like writing about people's lives, finding out what makes people tick ... That was what I did, that was my niche," McLaren said. "When I was looking at doing this kind of thing, this is what I wanted to do. This brings that niche writing to a full circle. That's how I got here. I feel like this is where God has led me, on this funny little trail."

She said her time spent at Baylor was enjoyable and helped shaped her into who she is today.

"It was a good place to go. Just enjoy it and take advantage of everything. There are so many things, I understand you have to be choosy, but choose wisely, not just the easiest thing. And be thankful for what you have," she said.

McLaren said that she has received business in different ways, primarily through word of mouth or from the Web site. For more information about McLaren's company, based out of Richmond, Va., visit www.uniquelifestories.com or contact her at carol@uniquelifestories.com.

Grant's Iceberg is a 10-foot by 6-foot trailer that Magness pulls to local YMCA and daycares. He also applies to be in surrounding area's festivals. Marketing his business has brought many challenges, Magness said.

"Calling other towns' chambers of commerce to get into festivals is a big issue. Festivals are where I make much of my money," Magness said. "The key to success is networking and knowing many people. Having many friends and knowing a lot of people in my

hometown allows me to generate more business."

The process of making a sno-cone may seem simple, but Magness strives to separate his business from the other humdrum concession stands. "Time and speed is a big part because people will be standing in line and don't want to wait, so you need to get their sno-cones ready fast," Magness said.

"Being the best at making the softest ice is a key issue because what attracts customers is the ice. I make sure all my customers are treated with respect, too."

Magness is the owner and only full-time employee. He hires a temporary employee that helps with the larger festivals and carnivals. His company is open four days a week from 1 p.m. to 6:30 p.m. mainly in the spring and summer.

Magness did not have an original passion in business or in sno-cones but his endeavors with his company have brought him to realize key issues in business. "It is a great accomplishment to own my business and one of the best risks I have ever taken," Magness said. "Having a business early allowed me to mature and become independent much faster. I had to know and understand the business world and now I need to take my understanding and apply it to the college life."

The future of Grant's Iceberg is steady, he said. "So far I do not have any investment plans yet," he said. "I might give it a different color paint job but right now I'm just keeping it the same."

How has the market downturn affected marketing in Waco?

Waco is an anomaly. We haven't noticed much of the downturn. Our unemployment rate is lower than Texas. A lot of what we'll see is that we're able to offer the same marketing services — or even of better quality — than someone in Houston, Dallas or Austin, and at a lower rate. Our expenses are lower here.

In Waco, we're able to reach a lot of these areas that are typically more difficult to access, like smaller businesses who aren't realizing their Web presence. That's where we come into play, and our company is growing because of it.

Brand power fuels company

By Liz Foreman
Assistant city editor

Self-proclaimed "brand evangelist," Richard Hartley Wootton III, a 2007 Baylor alumnus with a degree in political science, plans to take a year off after his graduation, and then apply to law schools. Although he speculates the beard and dreadlocks he donned post-graduation may have hindered his job prospects, that's not the reason Wootton decided to open his own marketing company with three fellow Baylor alumni.

Nine months ago, Wootton, along with fellow '07 alumnus Brad Settles and '06 alumni Jeff Weathers and Adam Setzler, decided to launch Blue Bike, a company that provides branding, design and marketing services to clients in Waco and surrounding areas.

Blue Bike is establishing itself as an emerging company with its focus on the technological aspects of modern marketing. The Lariat sat down with Wootton to find out more about Blue Bike and pick his brain for tips on how student entrepreneurs can market their own products or services successfully and inexpensively.



Wootton

What does branding entail?

How did the idea for Blue Bike come about?

When did you and your partners start Blue Bike Marketing and how have you watched it evolve?

The idea actually came about while we were all working for another company. There were some pretty unethical business practices taking place, and we couldn't be associated with that kind of situation. The four of us decided to part ways with the company. We had already developed good relationships with our clientele and wanted to continue taking care of them.

The main component is analyzing trends in the particular market you're trying to reach. You first need to assess who the target market is, then creativity comes in when you try to find a new way to target a specific market, without doing what's been done before. We pay a lot of attention to trends.

We started Blue Bike about nine months ago and it's grown wildly since. We're about to launch our first national project in about a week. It's really exciting because we started out just offering marketing services — we'd develop a Web site or a logo — but we've moved more toward a holistic approach to branding and marketing companies.

We'll take a company and create basically anything the consumer sees. For example, if you have a storefront, we can come in and determine whether it's consistent with the brand. We've even moved into apparel and T-shirt design. We're actually the only company in town that does the holistic branding side of marketing.

Local salon owner offers styles, cuts to ‘dye’ for

By Charly Edsitty
News editor

It's not everyday a business can survive on word of mouth alone. It's rather impossible. But Hippie Chic Salon is a different breed of business. The proof is in the wash, rinse and cut.

Just like a juicy secret, the details and stories of Hippie Chic Salon have been spread by Baylor girls since the salon first opened July 2004.

Baylor students would drive 15 miles to the salon's original location in Speegleville just to get their haircut. Five years later, the salon is still going strong.

Baylor alumna Casie Cargill Feight is the owner and operator of the Hippie Chic Salon, in addition to being the lone stylist. The Waco native graduated from Baylor with a Bachelor of Arts in marketing in 1992 and has been styling hair for eight years.

Feight's salon currently sits on the corner of Clay Street and Second Street in Waco. Ninety percent of Feight's clientele is Baylor students and she said that she has never had the need to advertise her business. Despite the current economic crisis, Feight said she has been able to remain unscathed.

"I have been real blessed to be in this location with Baylor so close," Feight said. "We hope (business) keeps going."

Feight didn't start out in the clear-cut path of hairstyling. Like most college students, Feight switched back and forth between majors before finally setting on

marketing.

"I remember sitting in class and wondering 'why I am here?' but it all (came) together," Feight said. "I learned from all my classes. I love marketing and advertising and I still look at my books. All my classes just came together."

After graduating, she went on to work as a licensed insurance adjuster, but said her lingering desire was to do something that appealed to her artistic side.

"The litigation aspect of my position kept me on my toes and it was never boring, so I learned to love my job," Feight said. "But my creative side felt imprisoned."

In 2000, Feight said she decided to take a risk and enroll in cosmetology school in order to satisfy her creative hunger. Feight put in 48 hours a week in order to complete a grueling 1500-hour cosmetology course after which she earned her license.

Feight then spent time as an apprentice for several stylists in Waco, but she said one in particular made a deep impression on her grasp of the importance of customer service.

"I remember him telling me not to wear shoes that would click on the floors and to tear out photos from magazines that were not appropriate," Feight said. "At the time, I thought he was really picky but now as a business owner I understand exactly where he was coming from. Your client is everything."

The foundation of customer service is at the heart of Hippie Chic salon and is one of the rea-

sons Feight prefers to work alone. She explains that it's not that she wouldn't enjoy the extra help, but that working alone allows her to offer personal attention to each customer.

"I think about what I'm offering someone else and try to put myself in their shoes," Feight said. "It's not just doing hair, I try to ask (myself) 'What would I want my hairstylist to do for me?'"

This nod to old-fashioned customer service has transcended to the customers that continue to keep coming back. Feight's warm, inviting salon atmosphere invites customers to relax and chat. Feight's mother, Frances Stanford, works as the receptionist and her son, Ethan, also frequents the salon literally creating a family friendly atmosphere.

"(The salon) is really personal and I didn't feel rushed. It was just all about you. (Casie) took her time and listened to what I had to say," said Corpus Christi junior Jazlene Garcia, a Hippie Chic Salon customer.

What started as a modest one-room salon has now grown into a large loft in which Feight is looking to offer a variety of products with the development of several projects: Rock Star Boutique, an Anthropologie-style boutique, E-Dog Lounge, kid items selected by Feight's son Ethan, Poodle Parlor, "bling bling" for pets, Shag Décor, new, used and recycled furniture and The Buzz Coffee, a coffee shop.

"It's like (Casie) is not trying to create just another salon, but



Stephen Green/Lariat Staff

Hippie Chic Salon owner Casie Cargill Feight, an alumna of Baylor, stands in her salon at 526 S. 2nd St. in Waco. Feight has been a hair stylist for eight years and is looking to expand her salon into a boutique and coffee shop. Her business has managed to remained unaffected by the current economic crisis.

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discussing the concept of the 'entrepreneurial mind.'

"He's the classic entrepreneur," Artz said of Grubbs. "He's comfortable with ambiguity. He's comfortable with taking risks. He's very committed and he just believes tremendously in the two businesses that he's starting."

Artz hopes his students will be as inspired by Grubbs as he has been himself.

"David is passionate about his work and relentless in making it a success," said Indianapolis senior Becca Rick, a student in the class Grubbs spoke to. "Even though he just graduated college a year ago, he made a mature decision in choosing to make small, daily sacrifices for a higher purpose. He embodies some characteristics most businesspeople can only dream of having."

Following his passion has not come without its price though. Grubbs has had his fair share of struggles in trying to get his businesses off the ground.

"When we launched the first version of Campus Collect, we got a lot of people very quickly, but then they stopped using it. It just wasn't very user-friendly. We had spent a year working on it, we'd put blood, sweat and tears into it, and it didn't work. We had to go back to the drawing board. It was very depressing," Grubbs said.

"We were low on money. We could have easily stopped. The easier decision would have been to close up shop and figure out something else to do in life, but it was our deep passion, and I didn't want to just drop it."

Grubbs knows what it can be like to lack any kind of job

security. After graduating he spent nine months sleeping on an air mattress on the floor of his sister's one-bedroom apartment, using a TV tray in the corner of the room as his office.

"I think when you're an entrepreneur, you're going to hit a lot of walls, points when you are going to say it would be a lot easier to just go and get a job like my friends. It's certainly more secure," he said. "You need to be comfortable with yourself even if you're not making any money. I had friends that graduated from Baylor that went off and made \$50,000 salaries straight out of the gate, and I was living there with my sister, sleeping on an air mattress, but it's about passion. Living an entrepreneur's life is much, much harder, but in living through the hard times you will eventually hit a peak, and stuff will go right."

And stuff really did start going right for Grubbs, who is preparing for the public launch of both of his Web sites in the coming months, and says that several major organizations are joining up with Go HUB.

It's never easy though, according to Grubbs, who laughs about becoming an entrepreneur to avoid a nine-to-five, only to end up working 24 hours a day.

"Sleeping under your desk gets old very quickly," he said. "It will consume you, but you have to find balance."

Artz said he believes Grubbs can build his businesses despite the odds he has faced, and still faces, and that he will do it in the right way, the ethical way.

"David truly wants to make the world a better place," Artz said, "and that is what Go HUB, and to some degree Campus Collect, is for."

BearBills takes hassle out of payments

By Brittany Hardy
Staff Writer

BearBills is a Baylor student and alumni-founded free utility bill paying service that takes all your utility bills, totals them up and divides them for each individual roommate.

"Our service is 100 percent free, it doesn't cost students anything; that was really important to us, because being college students, we know college students don't have any money," said Collin Heller, the head of operations for BearBills.

Instead of a piling collection of individual bills and repeated attempts to compile all the roommates to pay together for each of the separate due dates, BearBills, established in 2008, allows users to pay one bill that satisfies all utility services and rent, and even do it online or through auto draft.

BearBills adds up all the bills – rent, water, cable, etc – and then divides them for each roommate. The company makes it accessible for them to pay only their share online, with just one due date to remember.

"We love the idea that it was made by Baylor students for Baylor students; that's great, but we don't want to miscommunicate that we're a fly-by-night, thrown together company. We hope to be a company that really does have a great foundation and to grow and expand, and we're going to be here for the long term," Ryan Gibson, CEO of BearBills said.

BearBills not only splits the bill, but also helps each resident set up their utilities when they first move into their place.

"We just realize that it's going to take time for people to understand that this is legit and that we want this to help them," Gibson said.

BearBills receives a copy of the bills each month direct from the utility companies and then they pay them and then residents pay BearBills. That way, there is only one due date and one payment per month for all utilities.

Plus, BearBills has already done the work of finding companies with competitive rates.

Each month via e-mail and/or text, BearBills reminds individuals that their payment is due.

The story of BearBills begins with two Baylor students. Last summer, two Baylor seniors, Kevin Jones, now BearBill's Sales Manager, and Collin Heller were sitting in their kitchen trying to decide who in their house would be taking care of what bills. Here the idea of BearBills was born.

"It's just a pain signing up for bills and electricity, cable, inter-



Shanna Taylor/Lariat Staff

Baylor alumnus Brad Underwood, a sales representative for BearBills, meets with potential clients outside of Common Grounds. BearBills is a free service provided to students that calculates and evenly splits bills for students and their roommates.

net, phone, there's a lot of stuff that kind of goes into it ... it's just a process; so I'd have to call, wait on the phone, and sign everything up," Jones said. "We were thinking what about just making a service that did this for us."

Jones and Heller returned in fall 2008 and shared their idea with Ryan Gibson, now the CEO of BearBills and a 2004 Baylor alumni who majored in entrepreneurship and real estate. Gibson said he thought it was a great idea.

"I went straight into Real Estate, so I've been working around Baylor students for the past four and half years now. Not only was I a student, but have also been involved in property management and I know that the number one point of tension in roommates is; every month these bills come in that have different due dates, and there's multiple students that have to put in their portion of it, and it just creates hassles, so immediately when Kevin said that, it's one of those gold-nugget ideas," Gibson said.

Gibson said, from there, he talked to many people whose business expertise he respected, especially some from the Baylor Business School. Gibson returned to Jones and Heller and

told them to run with the idea.

"So what started as what you might perceive as a couple of college kids coming up with an idea, has come to be a business that really makes sense and has been able to make student's lives easier," Gibson said.

BearBills main goal is simplicity for students, according to the BearBills Web Site.

"Our single favorite part is that, with BearBills, we only have to worry about our son. We don't have to worry about his other roommates," Baylor parent Lori Harvath said. "I can't imagine anyone not wanting to do it when it doesn't cost a dime more, but could cost your friendships if you don't do it."

Horvath is not the only Baylor parent who has seen the advantages of using BearBills.

"A lot of times utility is even a hassle for the parents, so we found that a lot of parents want their students to have this service, because they don't want their kids to have to worry about collecting bills from each other," said Brad Underwood, Sales Representative for BearBills.

"We haven't had a parent who we've talked to not sign their kid up this, because parents can see the value in it," Gibson said.

If a roommate is late with

their payment, BearBills notifies them and each of their roommates. The one roommate will not affect anyone else living with them. They will simply have to pay the late fee associated with being late.

If any person in a "house" does not pay their bill for 10 days, they will forfeit their deposit and discontinue service with BearBills. Then the others who did pay have a decision to make; continue with BearBills and split up the non-paying roommate's share between them for the rest of the months or discontinue service with BearBills and each paying roommate will be given their deposit of \$20 back.

Even if you live by yourself BearBills can help simplify your bill-paying situation.

Long term, the company, under the umbrella title "Campus Bills," plans to expand to campuses all over Texas in the next year, and then out of state by academic year 2010 to 2011.

"What we found is that this same core tension that exists at Baylor, exists at other campuses across America, so Campus Bills is expanding into other college markets that have deregulated energy," Gibson said.

There are three Baylor MBA students doing internship research on which college campuses are currently deregulated and which have a good amount of off-campus living, and which have multiple roommates living together with multiple bills.

"Baylor is a safe place, because I know a lot of people and I know the property management companies which is one of the key ways that we get business, but we're taking this model that we've made at Baylor and replicating it other places," Gibson said.

The question that many people have is how the service can be free and the company still earn profit.

"One of the biggest questions is 'What's in it for you?'" Gibson said. "We get paid from the utility providers, they're going to get higher market share, so they'll pay us to send them the business. So we view it as a win for the utility companies because they're getting the business, win for us because we get paid and get to serve students and a win for the students because it makes their lives easier."

Gibson said the response has been great and that BearBills already has over 300 students using their service.

"There's no gimmick, we're completely transparent, we want you to know the ends and outs of what happens, but this really is for you," Gibson said.

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uct plus having the means to buy it."

That's why many of downtown's bricked buildings stood without tenants for nearly 50 years. Now, there is a market.

The city of Waco has added Waco Town Square between South Third and Fourth streets which comprises retail shopping, restaurants, offices and apartments.

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how he ran his business and see what he can apply today and what would be different."

In addition to the Franklin autobiography, McCormick utilizes something else as a rather unconventional textbook—the university's honor code. Each class begins with a recitation of the one-sentence code, often in multiple languages.

"To teach ethics I look no further than our own honor code," he said. "It is as thorough of an ethics policy as you'll find in many businesses and addresses the key business of the university, which is academic integrity. I would hope that the Business 1301

students know not only their responsibilities, but their rights. I also want them to know where the boundaries are."

With 500 students, McCormick said his favorite part of the job is getting to know all of them, and that he hopes to continue this job for the foreseeable future.

"I can't go anywhere now that I don't meet up with a student, and that has been wonderful in a hundred ways," he said. "Our No. 1 goal is to have one of the best business learning experiences available to the students and help them see business is an integrated system and is a high impact, world-changing activity. We take that very seriously, and all without a textbook."