

Area entrepreneurs and students team up for event at UW-Whitewater

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For immediate release

Contact: Jordan Leahy, UW-Whitewater junior, Co-founder of Propel Wisconsin Innovation – 608.482.1016, jordan@jordanleahy.com

Scott Resnick, UW-Madison senior, Vice President of Hardin Design & Development – 608.807.7962, resnick@hardindd.com

A collection of University of Wisconsin System students, professors, successful entrepreneurs, and policy makers are meeting Friday, February 27th at the University of Wisconsin-Whitewater to discuss the impact an “entrepreneurial culture” can have in strengthening Wisconsin’s economy.

Madison – Propel Wisconsin Innovation and UW-Whitewater’s Collegiate Entrepreneurs Organization will be hosting an event titled *Entrepreneurs Collaboration* on Friday, February 27th as a Wisconsin-centered discussion during the 2009 National Entrepreneurship Week. Featuring Zac Brandon -- former Madison City Council member and current Executive Assistant at the Wisconsin Department of Commerce -- as the opening speaker, the event runs all day at the University of Wisconsin-Whitewater’s University Center and will highlight numerous successful students who balance class work with business development as young entrepreneurs in the state of Wisconsin.

As students, Jordan Leahy and Scott Resnick shared a common bond, even while they attended different undergraduate institutions. Two student-aged entrepreneurs, the pair were directly involved in starting companies at a young age. UW-Whitewater junior Jordan Leahy, 21, started the window cleaning service Clear Vision at age 15 and Scott Resnick, 22, is a UW-Madison senior and Managing Partner at Hardin Design & Development, a boutique technology development firm started by UW-Madison students.

After discovering his passion for business development and the idea of entrepreneurship, Leahy helped form the organization *Propel Wisconsin Innovation* that is sponsoring the *Entrepreneurs Collaboration* event.

"Entrepreneurship is especially important in a difficult economy," said Leahy. "It's the spirit of the entrepreneur - the creativity and persistence and refusal to give up - that will help Wisconsin survive and it is exciting to play a role in its development."

Scott Resnick will be hosting a round table discussion at the event to highlight his experiences as a student entrepreneur. "Working at Hardin Design and Development in Madison has been especially helpful in taking what I learned at the University of Wisconsin and putting theory into practice." Resnick sees events like *Entrepreneurs Collaboration* as an extension of the *Wisconsin Idea*, a philosophy at the University of

Wisconsin whereby the work done at the University extends beyond the classrooms and throughout the boundaries of the state. “It is difficult to balance school work and a full-time commitment like running a business, but I think we prove that dedication and a passion for ideas can help young people make their mark on the world.”

Hardin Design and Development is just one of several area companies to be highlighted during the event. Started in 2007 by UW-Madison students, the company has developed technology applications for prestigious Fortune 500 companies on platforms like the iPhone. It employs current students and recent graduates from UW-Madison, including political science and mathematics majors. “You simply do not need a business degree if you have the right ideas and drive to be successful as an entrepreneur,” says Resnick.

Events like *Entrepreneurs Collaboration* are especially helpful for young students who may not fully understand how to get the ideas they have off the ground. “The individuals they will meet, resources obtained, and excitement from this event will help students move from the classroom into the business world,” says Leahy.

Both Leahy and Resnick are working to make this the first of several entrepreneurial focused events in Wisconsin with a particular interest in student involvement.

For more information:

www.propelwi.com
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www.uwwceo.org

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