



SOBE

School of Business & Entrepreneurship

NEWSLETTER

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BUSINESS PITCH NIGHT

By Joshua Petschke

Our 9th Annual SOBE Business Pitch Night is on January 25th at 5 p.m. at CVCA's Chapel! The doors will open at 4:30 by the Rasnick Center. The event is quickly approaching so make sure to RSVP with the link below or the QR code.



Business Pitch Night is a competition similar to the popular TV show Shark Tank with the students pitching their ideas to a panel of professional judges. 8 businesses will be pitching. There are two separate competitions with the innovative route and the startup route. The innovative route has 5 businesses and is geared for teams with 3-5 people. The startup route has 3 groups and is for 1-2 students starting up their own business. The businesses in the innovative competition are Creamer Connoisseurs, Smart Serve, Trax, Spark Motion, and Rendezvous. The businesses in the startup competition are Mountain Top, Pause & Retreat, and NiteBites. The innovative route will have 1st, 2nd, and 3rd place awards while the startup will only have 1st place. There is also a Peoples Choice Award where YOU can vote as the audience. We cannot wait to see you there!



JUNIOR AND SENIOR SOBE HAPPENINGS

By Joshua Petschke and Layla Toner

Our SOBE seniors have been working very hard lately on their business pitch projects. They are getting pretty far along with building their business plan that will be presented to a panel of judges. The Business Pitch Night will be on Thursday, January 25, 2024. They just had the opportunity to give a practice pitch with business professionals on December 6th in class. It was wonderful to get feedback from the pros and help improve the plans before the big event.

Some of our seniors and juniors also visited the University of Akron on Friday, November 10, where they got to see their School of Business. This field trip gave students a tremendous opportunity to see what a college campus looks like and to see if they want to attend the University of Akron. We are thankful for this opportunity given to us!



Former CVCA students who are current University of Akron students giving advice

This year the SOBE juniors have kicked off business basics with accounting, the process of recording financial transactions for the betterment of a business. In the midst of studying the principles of accounting Mr. Papa continues to lead the young entrepreneurs through their seventh insightful seminar, Law of Solid Ground, where students learn the importance of having trust and a good Christ-like character towards the people they work with and lead.

Juniors also wrapped up their interviews for executive positions for the student-run businesses for their senior year! Please pray for wisdom and peace as decisions are made regarding who will fill these roles next year.



SOBE students learning about the University of Akron with Dr. Joe Fox

The juniors also got to hear from the finance speaker panel. This was a great opportunity for them to get advice from people within the business community. Present on the speaker panel were Craig Anderson Jr., Todd Burton, Steven Catalano, Wayne Chamberlain, and Michele Lux. At this time the juniors are also assisting in creating and leading the events for the annual SOBE Business Pitch Night which will take place Thursday, January 25, 2024. We are so excited to see where the rest of the year takes the juniors as they continue to learn how to create a place of value, serve others, and keep Christ at the center of their lives whether it be business or anywhere else.



Friends of SOBE participating in this year's Finance Speaker Panel with the SOBE Juniors



SOBE Students work together with Shya Coffee to meet a client's order for 200 Christmas boxes, each including a 1-lb. bag of Shya Coffee. From ordering and building the boxes to bagging coffee to packaging, it was a great way for students to serve and see what a project like this takes. What a wonderful learning experience!

SENIOR EXECUTIVE SPOTLIGHT

CHIEF MARKETING OFFICERS



Hi my name is Angelina and I am the Chief Marketing Officer of Shya Designs. My job is to keep the website updated and to find new marketing strategies. My goals for this year are to remake the Shya Designs video on the website and to find new marketing ways to expand the business. I am very excited to come up with new and engaging marketing materials for the rest of the school year!

Hi, my name is Evan, and I build and oversee the marketing strategy for RASCO. I supervise our social media accounts, meet on a daily basis with other executives at RASCO, and utilize problem solving skills to create solutions to reach out customers.



I am Abby Hayes, and I am the Chief Marketing Officer of Shya Coffee. I have always been interested in design, either it be creating posters, posts for social media, or other types of creations -- which is why I pursued this role. Some of my interests include volleyball and hanging out with my friends. Next year, I plan on pursuing marketing, either to become a Creative Director or Marketing Specialist.

Shya Designs

NEW SALE

When Shya Designs began in 2016, we started work with the Amahoro women in Kigali, the capital of Rwanda. Since then, our story has spread across both Ohio and Rwanda. Because of this, we were able to begin work with the women of Ubuntu, located in Boneza, where Kivu Hills Academy is also located. This project has been in the works for several months, and has finally come to fruition. This partnership will bring both stability to these women, as well as a new line of products for Shya Designs. We will continue to work with both groups of women, while still spreading the message of Shya Designs. We officially launched the Ubuntu project during the Summer of 2023. You can check out the Ubuntu products on the Shya Designs website.

We have just received a large shipment of Amahoro inventory and new products will be arriving soon to our shop. Thank you for your support!



Please remember our small businesses during the holiday season and support us during your holiday shopping!



Remember to follow us:



We are excited to expand Shya Coffee and continue in our goal of supporting the women of Rwanda who create and design products for our sister company, Shya Designs. Our **new subscription service** includes the option for 1-pound bags of whole bean or ground Shya coffee in dark roast, light roast, or our dark roast in decaf. Coffee will be ready for pickup in the middle of each month at the CVCA Welcome Center. To subscribe, please visit our website: <https://www.shyadesigns.com/coffee-subscription>. Consider gifting the subscription service or even buying a Shya Coffee mug for that perfect gift!

**\$12.50 PER 1 LB BAG
PER MONTH**

**PICKUP AVAILABLE AT CVCA
WELCOME CENTER IN THE
MIDDLE OF EACH MONTH.**

PURCHASE THROUGH OUR WEBSITE:

1. SELECT GROUNDS OR BEANS.
2. CHOOSE A ROAST OPTION.
3. SELECT SUBSCRIPTION MONTHLY.
4. SELECT "PICKUP AT CVCA".





The Royal Ad Sales Company (RASCO) team is comprised of students from CVCA that are enrolled in the School of Business and Entrepreneurship. The students are determined to provide the best service and quality possible to ensure the satisfaction of the client. We help to uncover new opportunities for businesses to reach a wider range of customers. We are able to offer optimum value with lower prices because of our close relationship with the Akron Beacon Journal. RASCO is a student-run business, and through your participation, you can directly help the students to develop a deeper understanding of business. RASCO can help your business to advertise to your target audience and create awareness for your content. Through RASCO, your company can discover the best way to provoke interest in your business within your community.

Currently, RASCO is negotiating with service providers and potential clients to kick off their **new social media management services**. The company also has a new Chief Marketing Officer (CMO), senior Evan Kolb.

If you are interested in following RASCO, check out their Instagram @RASCO_ads. For more information, please visit: <https://www.rascoads.com/>