



BUENA VISTA, CLAY, DICKINSON & EMMET COUNTIES

Okoboji Entrepreneurial Institute awards given *Two UNI students receive \$2,500 each*

SPENCER – Two University of Northern Iowa students have won the 2011 Okoboji Entrepreneurial Institute Pappajohn Awards.

Two OEI Pappajohn Awards are presented annually to the two most entrepreneurial students who participated in the previous year's Institute. The primary judging criterion is actual activities associated with entrepreneurship like starting or managing a business. Other criteria include academic achievement and extracurricular activities associated with entrepreneurship. Each \$2,500 award is funded by John Pappajohn, a Des Moines venture capitalist. This was the sixth year of the Institute, and the first time the OEI Pappajohn Awards have been given to students from the same school.



2010 Okoboji Entrepreneurial Institute graduates Nick Cash and Greg Jass were awarded Pappajohn Awards for their entrepreneurial endeavors.

Greg Jass, a 2011 marketing graduate from Garner, and Nick Cash, a senior computer science and economics double major from Cedar Falls, won the awards. Jass is a co-owner of TargetClick Marketing Solutions, an internet marketing company; Cash is the owner of Book Hatchery, an e-book publishing company.

“I realize every day how much OEI changed my life. The Institute inspired me to come back to Cedar Falls and take a risk that I had been thinking about for the past couple of years. I know without a doubt if I had not attended OEI, I would not be growing my own business right out of college. This award makes me want to strive harder to be successful,” said Jass.

Cash noted, “The students who attend OEI are among the brightest, most enterprising students in the entire state. It was a privilege to spend an intense week with them, and it is a great honor to be selected for this prestigious award. We’ve put a lot of work into Book Hatchery, and this award lets us know we are on the right track.”

The Okoboji Entrepreneurial Institute is a one week, advanced study of entrepreneurship offered to 32 college students from University of Iowa, Iowa State University, University of Northern Iowa, Buena Vista University and Iowa Lakes Community College. The week includes seminars with successful entrepreneurs and business and community leaders, networking, mentoring to enhance their understanding of entrepreneurship opportunities in Iowa, and an entrepreneurial simulation.

The UNI John Pappajohn Entrepreneurial Center, a division of UNI’s Business and Community Services, provides a range of innovative educational programs and support services designed for student entrepreneurs. UNI SIFE is a program of the Center. For more information about JPEC at UNI, visit www.jpec.org, call 319-273-5732 or e-mail jpec@uni.edu.

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The Iowa Lakes Corridor Development Corporation is the regional economic development agency for Buena Vista, Clay, Dickinson and Emmet counties. Its mission is to foster, encourage, aid, promote or otherwise assist in the economic growth and development of the region. For more information about the Iowa Lakes Corridor Development Corporation, call 712-264-3474 or visit www.lakescorridor.com.