



DYER CENTER AT A GLANCE 2017

The DYER CENTER fosters and sustains a culture of innovation and entrepreneurship that increases the creative capacity of Lafayette students to lead and inspire change.

Committed to ensuring our students remain globally competitive and are equipped to solve society's most pressing problems through innovation and entrepreneurship, the Dyer Center works across disciplines and academic departments to serve our entire campus community.

Our students learn design thinking, financial analysis, product/idea prototyping, and the marketing skills necessary to take an idea from conception to development. Through courses, co-curricular programming, internships, mentoring, and competitions, Dyer is designed to support and educate the next generation of innovators and entrepreneurs.

Dyer.Lafayette.edu

LAFAYETTE
DYER CENTER
for Innovation + Entrepreneurship

7
LEADERSHIP
DINNERS

4
WORKSHOPS

2
COMPETITIONS

1
HACKATHON

11
LECTURES

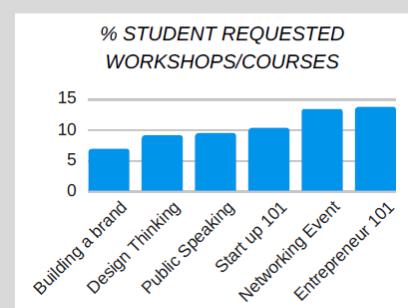
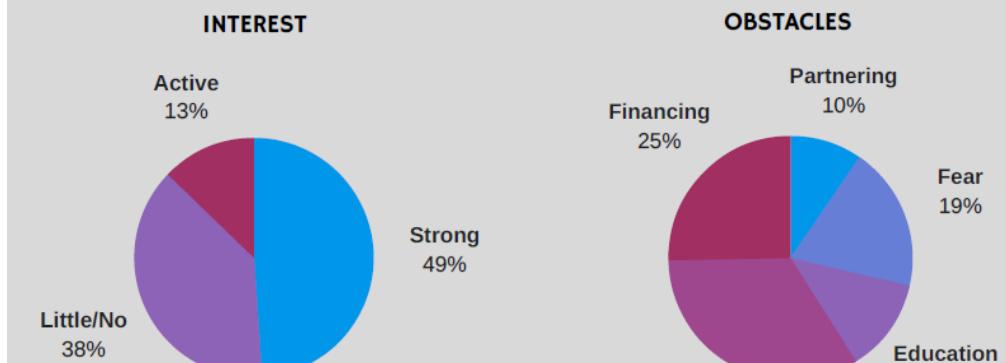
33
STUDENT
CONSULTATIONS

1377
PARTICIPANTS



464
EMAIL
SUBSCRIBERS

STUDENT ENTREPRENEURSHIP SURVEY RESULTS



2017 RETROSPECTIVE

In 2017, we worked diligently to fulfill our mission of encouraging innovation and entrepreneurship as a way of addressing societal challenges and demonstrating the value of a liberal arts education. Through lectures, workshops, dinner with entrepreneurs, hackathons, and competitions, the Dyer center has dared our students to ask Cur Non.



Seifi Ghasemi H'17, chairman, president, and chief executive officer of Air Products, built his distinguished career on the foundation of his undergraduate education at the Engineering School at Abadan Institute of Technology (Iran), which was created through an innovative partnership between Abadan and the College. He shared his entrepreneurial wisdom with students.



Students had 43 hours to develop an idea of their choosing at the Hack NYU—a marathon of exploratory programming, or “hacking.”



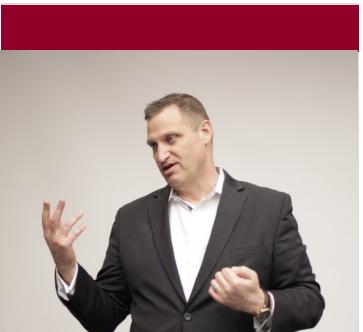
Three student CEOs, leading fledgling businesses, shared their insights with classmates in a panel discussion.



Student from around campus worked to solve the challenges they face as leaders.



Hoping to win \$300, students pitched ideas to Marquis Society members who have a keen interest in business innovation.



Crayola Global Operations VP **Peter Ruggiero** shared a lifetime of career advice —his Top 10 ten lessons or what he calls “what I wish I had known as I began my career.”



Motivating entrepreneurs, **Troy Reynard** spoke with students. He is owner of Cosmic Cup, a College Hill staple for coffee lovers, and Two Rivers Brewing Company, a downtown Easton brew pub that specializes in craft beer and farm-to-table food.

2017 was a year of resurgence for entrepreneurship. The hiring of entrepreneurship advocate Yusuf Dahl as director and the transformational philanthropy of Bradbury Dyer III has created the necessary foundation for Lafayette to enhance students’ understanding of and aptitude for entrepreneurship and innovation.

We would like to thank all of our 2017 donors, supporters, and volunteers for a successful year.



Students listened to **Dr. Anupam Pathak** from LiftLabs speak about his product, design approach, acquisition by Google, and current projects.



Justin Kamine '11 addressed his alma mater. He is co-founder of KDC Ag, a technology company destined to transform the food, waste, and agricultural industries by converting more than 30 tons of fresh food waste into fertilizer and animal feed in just three hours.



Teams of students competed for over \$3,500 in cash prizes in the business plan competition. The winners represented the college at a regional event.



Elaine Madden Curry and her husband, **Bob**, visited Lafayette to discuss their launch of Hazleton Integration Project as a story of social entrepreneurship.



President and CEO of Levi Strauss & Co., **Charles “Chip” Bergh '79** inspired students with stories about his career.



Vijay Swarup, vice president of research and development at ExxonMobil Research and Engineering, stood before a crowded Colton Chapel audience to talk about energy.

