



DYER CENTER

FOR INNOVATION + ENTREPRENEURSHIP

LAFAYETTE COLLEGE

ANNUAL REPORT



2024-2025

365

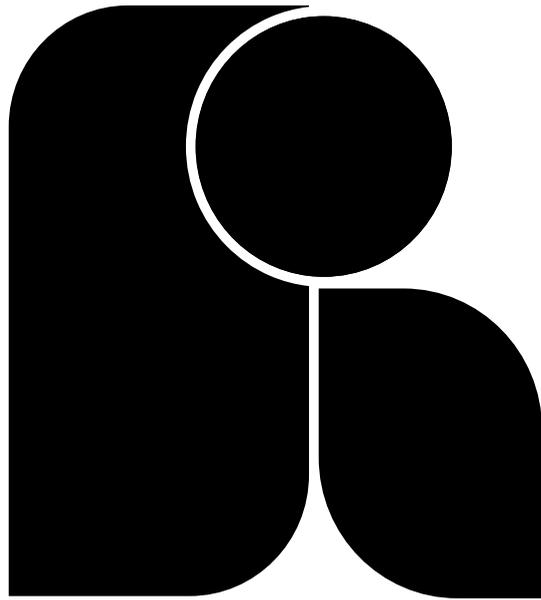
DAYS OF
BOLD IDEAS



STUDENTS
LEADING &
CREATING
CHANGE

Author and filmmaker McKenna Graf '27 promoting her book of poetry "Mortals, Myths, and Maybes", at the Spring 2025 Student Side Hustle Fair.





WELCOME

At the Dyer Center for Innovation and Entrepreneurship, we continue to be inspired by the creativity, initiative, and commitment of Lafayette students. This past year, our programming invited students from all corners of campus to explore what's possible, by engaging with alumni founders at our Founder's Table dinners, pitching new ventures at the Big Idea Pitch Competition, or experimenting with creative approaches to problem-solving through improv, design, or social innovation. Through these opportunities and many more, students discovered new interests, forged meaningful connections, and took important first steps toward shaping their own futures.

Our work is rooted in the belief that entrepreneurship is not only about launching companies, but also cultivating a mindset that values curiosity, resilience, and agency. Whether students were designing nonprofits, prototyping apps, investigating real estate feasibility, or reflecting on emotional intelligence and leadership, they were developing the skills to lead change in any field. We are proud to support a learning environment where students are encouraged to take action and make a difference. The stories that follow reflect the vibrancy and impact of that work, and we are grateful to everyone who helped bring this past year to life.

- The Dyer Center Team



BY THE NUMBERS

675
TOTAL
PARTICIPANTS

34
EVENTS
HOSTED

33
DYER
FELLOWS

15
ALUMNI
MENTORS

37
STUDENTS
MENTORED

7
VENTURE
GRANTS

123
STUDENTS
ENROLLED IN COURSES





The Founder's Table series provides students with exclusive access to entrepreneurs, for intimate, off-the-record conversations about overcoming challenges and building thriving ventures. Interested in joining us at the table? Complete our volunteer survey on the back page.



Allison Williams '03 - Founder, AMP Worldwide



Aleni Mackarey '16 - COO, Base Beauty Creative Agency

Breaking Barriers in Marketing

Aleni Mackarey '16, now COO of Base Beauty Creative Agency, returned to Lafayette to speak at the Dyer Center about the power of integrated marketing. Drawing on her experience blending data-driven strategy with creative storytelling, she offered insights into how social media, events, email, and other touchpoints can work together to drive real growth.



Kelvin Serem '17 - Founder, Blair-Serem School in Kenya

A Vision for Change: A Story of Impact

Kelvin Serem '17 reflects on building the Blair-Serem School in his Kenyan home village, tracing its journey from his early days at Blair Academy to a ten-year impact that grew student enrollment nearly 20x. His story illustrates the power of determination, community, and education to transform lives.



INSPIRING POSSIBILITIES

At the Dyer Center, we believe that exposure to bold ideas and compelling stories can ignite a lifelong drive to create meaningful change. That's why we bring visionary speakers to campus and take students out into the world to meet individuals and organizations doing remarkable work. These encounters offer students not only a glimpse into what's possible, but also encouragement to imagine their own distinct futures. Whether on a bus to New York City, in a small-group discussion after a campus lecture, or visiting a studio, lab, or business, our students are continually inspired by the people they meet. These moments often serve as the spark that leads to new questions, new directions, and new ventures.

This year, we had several conversations at the intersection of the arts and entrepreneurship that stood out. Rachel "Win" Winchester demonstrated how a personal passion for digital art could evolve into a platform for reimagining what a museum can be. The Akropolis Reed Quintet offered students a behind-the-scenes look at the challenges and rewards of building a sustainable creative career. Fabiola Méndez spoke powerfully about music, identity, and the importance of honoring cultural roots through one's work. Each visit expanded students' sense of what is possible when creativity meets intention.

We're always seeking ways to connect students with changemakers (on- and off-campus) and many of our most impactful speakers and visits have been made possible through alumni introductions and support. If you're part of a network doing exciting work, or if you're looking for a meaningful way to share your story with the next generation, we'd love to hear from you. Inspiration is a powerful thing, and with your help, we can keep it flowing.



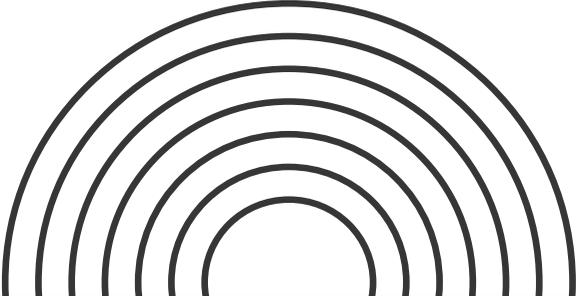
**EXPLORE
MORE
INSPIRING
STORIES**

BUILDING SKILLS & MINDSETS

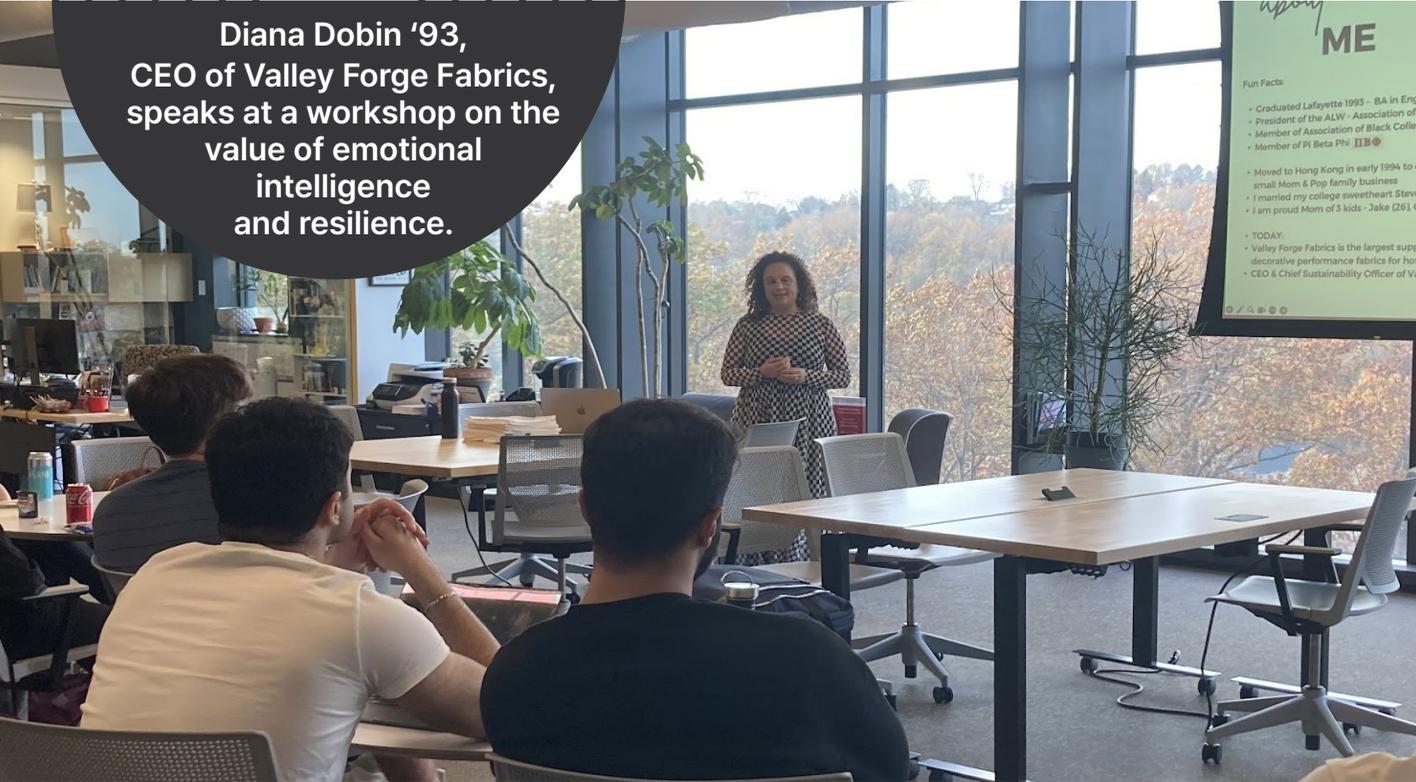
PREPARING STUDENTS TO LEAD, CREATE, AND ADAPT

We support learning that happens both through academic coursework and beyond. Via workshops and bootcamps, students build practical skills and mindsets that deepen classroom learning and prepare them to take initiative, solve problems creatively, and adapt in a changing world.

Students had the opportunity to learn about the power of mindfulness from executive coach and alumna **Ana Sanjuan '93**, or how to lead a social non-profit from Isles founder Marty Johnson. In house we offered practical workshops on pitching and using the business model canvas to plan your startup. These are just some of the ways the Dyer Center supports students on their journey.



Diana Dobin '93,
CEO of Valley Forge Fabrics,
speaks at a workshop on the
value of emotional
intelligence
and resilience.



ACADEMIC COURSES



FINANCIAL SKILLS INTENSIVES



WORKSHOPS

equivalent of a bicycle for our
minds.
(Steve Jobs)



NEW COURSE:
INDS 124
**INTRODUCTION TO
CREATIVITY, INNOVATION,
AND ENTREPRENEURSHIP**

This new course offers students a dynamic entry point into entrepreneurial thinking. Grounded in the liberal arts, the course challenges students to explore how creative problem solving, iterative thinking, and collaboration can be applied across disciplines. Through hands-on projects, case studies, and reflective practice, students gain a deeper understanding of how innovation emerges and how they can thoughtfully engage in the creation of meaningful change.



BOOTCAMP:
**BUSINESS FINANCIAL
LITERACY**

Led by our new Financial-Advisor in-Residence, Professor Emeritus Rosie Bukics, this intensive weekend long bootcamp provided practical training in accounting, financial analysis, and decision making, giving students the tools to approach their ventures and ideas with greater confidence and financial fluency.



LEARNING TO TAKE ACTION

TURNING IDEAS INTO IMPACT

We support students as they move from inspiration to implementation, offering guidance, mentorship, and funding to help them take meaningful steps forward. Whether a student is developing a new product, starting a small business, launching a nonprofit, or testing an idea for social change, the Dyer Center provides the resources and support needed to explore, refine, and grow.

We meet students wherever they are in their journey, helping them build confidence and gain real-world experience through action. Whether building a high-tech startup, launching an arts based business, or building an organization built around meaningful impact, any student at Lafayette can "Start Here."

A FEW HIGHLIGHTS

BIG IDEA PITCH COMPETITION 01



Judson Dunne '27 and the Locava team pitched their winning idea for a new social network based on getting people outside. Check it out at locava.app.

INNOVATION HOUR 02



This year we launched "Innovation Hour", a monthly open meeting that brings together students to share what they are working on and creates an atmosphere for collaboration and feedback.

VENTURE GRANTS 03

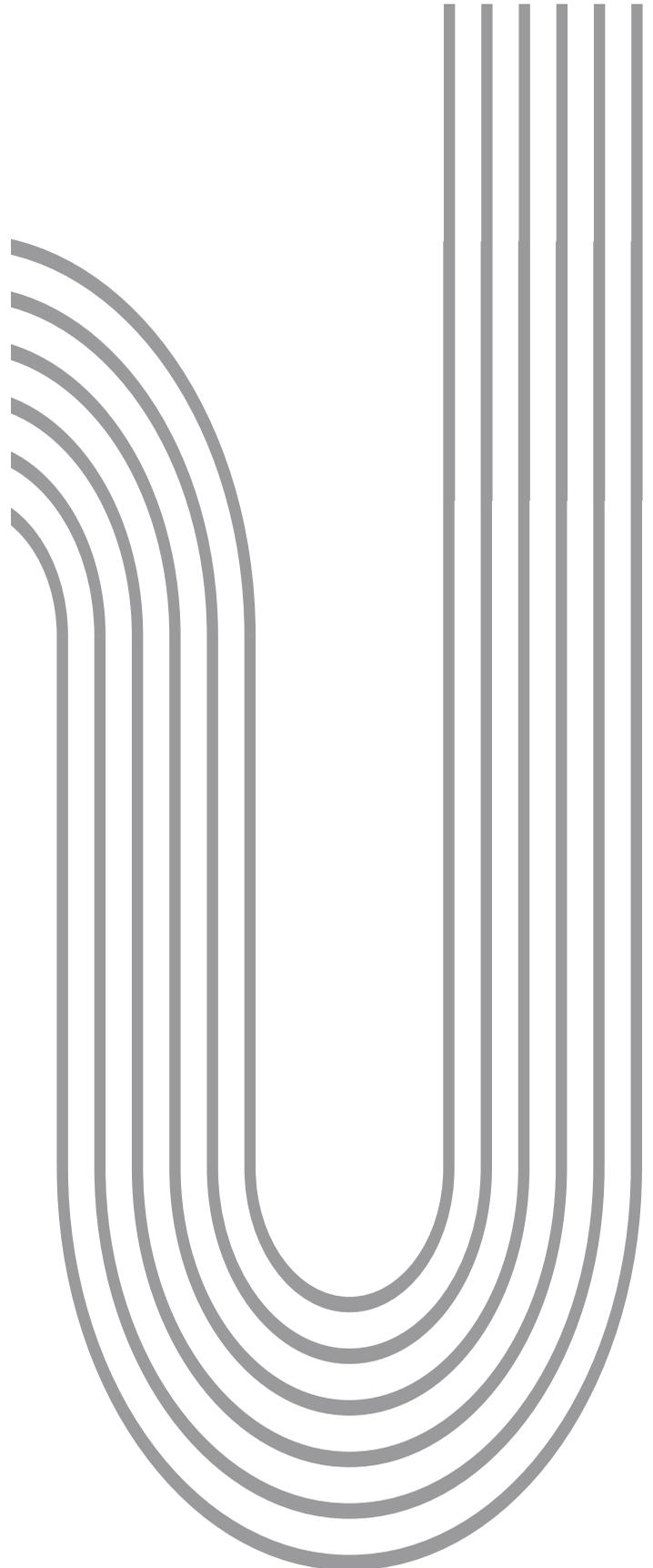


With a generous gift from **Zilla Gunawardana '95** we were able to offer students seed funding to launch their ventures. These included **Virginia Sacotingo '25**, who used her grant to bring her planner to market.

SIDE HUSTLE FAIR 04



This recurring event brings together students from across campus to showcase their businesses, including **Jahi Heath '25**, founder of streetwear brand Black Rose Haven.



01



02



03



04



SUMMER OPPORTUNITIES

BERGH SUMMER ACCELERATOR

The Bergh Summer Accelerator (BSA), an intensive, 10-week program, concluded another year of fostering the next generation of entrepreneurial leaders. This year's BSA spotlighted the social innovation space, hosting two exceptional teams: Amazolar and Sharkonia. Amazolar is an aspiring non-profit initiative focused on partnering with under-resourced schools in Ecuador to empower students and support educators, (learn more at amazolar.org). Sharkonia tackled critical educational gaps by working to expand entrepreneurship education in high schools through strategic connections with college entrepreneurship centers. Both ventures demonstrated tremendous dedication, leveraging the BSA's resources to build viable, high-impact solutions for real-world social challenges.

The success of this year's cohort was made possible by the invaluable support of our dedicated mentorship network. We extend our deepest gratitude to our two team mentors: **Stephen Delahunty '87** and **Ramona Adelina '04**. Furthermore, we appreciate the crucial contributions of our group mentorship session participants: **Patti Price**

'75, Quinn Revere '21, Eric Gourdon '20, Tony Moore '76, Ray Valukonis '70, Jeff Kirby '84, David Browne (P), Crystal Agye, Laurie Marshall (P), Perry Schiff '13, Tony Fernandez '81, Meghan Haddad-Hipp '22, and Todd Zander '96. Special thanks are also due to **Ray Gilbert '92** for teaching a highly effective workshop on the critical concepts of Minimum Viable Product (MVP) and customer discovery, equipping our entrepreneurs with essential skills for successful market entry.



BSA students (L-R) **Pannaga Kosaraju '28, Bay Malone '27, Reni Mokrii '26, Carson Belaire '27, Daniel Andrade '25**

The Outstanding Emerging Entrepreneurship Center Award from the United States Association for Small Business and Entrepreneurship (USASBE) is given annually to an institution that is shaping the future of entrepreneurial education through fresh vision, meaningful student engagement, and measurable early impact. This national recognition reflects the strength of Lafayette's distinctive four-year DYER Fellowship.

The Fellowship brings together small cohorts of students who learn side by side, sharpening their entrepreneurial thinking while pursuing projects of their own design. Through sustained mentorship, collaborative programming, and opportunities to test ideas in real contexts, Fellows build the confidence and capacity to turn curiosity into action. This model exemplifies the Center's broader commitment to cultivating an entrepreneurial mindset across the liberal arts and preparing students to create the future they envision.



AWARD WINNING PROGRAMS

DYER FELLOWSHIP



Celebrating our first graduates from the DYER Fellowship Program (L-R) **Swetha Tadasina '25, Daniel Andrade '25, Jahi Heath '25, Daniel Weispfenning '25, Dina Azar '25**

REAL ESTATE PATHWAYS



Students visit The Marquis Apartments under construction in downtown Easton.

The Pathways to Real Estate program offers a robust, multidisciplinary foundation for industry leadership. Integrating knowledge from economics, engineering, and social sciences, the curriculum teaches students how real estate drives community development, policy, and ecological progress. This foundation is reinforced by direct engagement with industry leaders, ensuring students gain practical skills for diverse careers.

Professional exposure highlights this year included the “Revitalize, Transform, Thrive” panel, where officials discussed the ecological redevelopment of the Bushkill Corridor. **Jimmy Cochran '18** (JLL Capital Markets) shared finance insights at the “Pathways to a Career” event. Students also expanded their practical understanding of the real estate development process by touring development sites in Easton and participating in the Annual Real Estate Competition and Alumni Networking Event, which facilitated direct networking with alumni.



Mathew Pezon '10, CEO and Founder of Pezon Properties, met with students to discuss how to “Get Started in Real Estate Investing.”



EXPLORE
MORE
DYER
NEWS

VOLUNTEER TODAY!

Volunteering with the Dyer Center is an opportunity to shape the next generation of entrepreneurial thinkers. Whether serving as a mentor, guest speaker, judge, or providing pro bono expertise, volunteers help students transform ideas into meaningful ventures. Your experience becomes a catalyst—offering guidance, real-world insight, and encouragement that students simply can't find in a classroom alone. By giving your time, you not only support emerging innovators, you also strengthen a culture of creativity, resilience, and possibility on campus.



Jack Reilly '18 (right) worked closely with Prof. Rex Ahene and his Real Estate Investment Decisions Seminar, including coaching and judging final presentations.



SCAN ME

CELEBRATING OUR VOLUNTEERS & DONORS

Behind every experience, every insight, and every bold step our students take are the people who make this work possible. To the mentors who share their time and expertise, the volunteers who show up with enthusiasm and care, and the donors whose support fuels our mission—thank you. Your generosity helps create the conditions where students can imagine new possibilities and learn what it takes to pursue them.

Brett W. Bacho '91
Lieselotte A. Bacho P'28
Steven Becker
Stephen J. Biale '82 P'12
Carolyn Rosiecki Bingaman '97
Kristian J.F. Bornemann '91
Alexandra B. Brown '13
Christopher Cathcart '67
Campbell Jeannette Craig
Hilary Craig P'25
Robert R. Craig '84
Anthony C. DiMarco '98
Brooke Mayer DiMarco '00
Valerie Downing
Bradbury Dyer, III '64
Peter Foreman
Nan-Kirsten Forte P'12
Ty Furman
Lois E. Gagnon P'96
Neil J. Gagnon P'96
Bruce A. Graham '86 P'23
David Griff P'28
Meghan Deirdre Haddad-Hipp '22

Andrew J. Hahn '94
Julia Fleener Hamrick '81
Henry Thomas Hipp '22
Daniel S. Huffenus '86 P'22
Valery A. Huffenus P'22
Audra J Kahr
Valerie H. Kay P'23
Stephen H. Konya '96
Paula J. Kumpf '84
Justin Lee Kutzman
Diana Maclin
S. Todd Maclin
Roger Esaud Manzano Jr.
Seth M. Marlatt '98
Joanne McRory P'26
Russell P. McRory P'26
Debra A. Mohr P'11
Richard J. Mohr '82 P'11
Dr. Donald E. Morel, Jr. '79 P'18
Lauren B. Morel P'18
Joanne Murray '87
Amy Pali
Annette Pali

Latham G. Pali '98
Robert G. Pali '67
Anna Avery Pellecchia Pezon '13
Mathew D. Pezon '10
Julia Pratt
James N. Proctor '96
Kara H. Proctor
Andrew T. Readinger '87
Jennifer Saine P'28
Emanuel J. Santa-Donato '10
Christine Leung Standbridge '85
Steven T. Standbridge '86
William J. Starr '76
John C. Stephenson '05
Barbara Strasburg Tucker '84
William R. Tucker '81
C. Scott Van Cleef '85 P'23
Lucia P. Van Cleef P'23
Peter R. Vig
Ellen Poriles Weiler '83
The Bradbury Dyer Foundation
Morel Family Foundation
C. Daniel Pruitt, Attorney at Law
Sirius Fund



**DYER
ENTREPRENEURSHIP
NETWORK**

The DEN is as a space where our whole community can connect, share, and collaborate. If you're an aspiring entrepreneur, a seasoned professional, or someone with a passion for innovation, this network is designed help you find the connections that make a difference.

Join Today!



Give to the
Dyer Center



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