

## **Andy and Chad Baker: Two brothers with initiative and ambition.**

At ages 28, twin brothers Andy and Chad Baker are well into their fourth successful business venture since they entered college. If one counts all their high school “businesses,” Andy and Chad have more commercial experience than most individuals twice their age.

The Jewish Children’s Regional Service began providing college aid to the brothers when they started Indiana University in 1998. Scholarship assistance, support from their single mother, and all their outside savings and earnings were still not covering all the bills for two brothers attending an out-of-state university.

Born and reared in Nashville, they started college with extraordinary recognition and experiences: they had both already been voted “most likely to succeed” by their high school classmates; Chad had already served as an intern to Tennessee Congressman, Bob Clement; and both had already operated their own gumball machine business, and had worked in retail sales in Nashville.

Shortly after entering Indiana University, they developed a discount card business that is used by students at retail outlets in the Bloomington area. By the time they had graduated in 2002, they had created Indoor Signs, LLC, a company that produces unique items which are used predominately in the restaurant business. Their two main products are a unique, edge-lit sign and a beverage dispenser, called the “Drink Tower.” Sales from their product have been realized in virtually every state and in six foreign countries.

By the time of their graduations as the business entrepreneurship majors in Indiana University’s Kelley School of Business, both brothers had won awards from Small Business Administration (SBA) as “2004 Young Entrepreneurs of the Year” and had placed first in the annual “Ohio Valley College Entrepreneur” competition. Their good looks, comradeship, and ambition won them an appearance of the Ricki Lake TV Show, where they appeared with other accomplished twin siblings.

In 2005, Andy and Chad returned to Nashville and began investing in distressed real estate. Today, they own 35 properties in various states of rental or rehabilitation, while at the same time continuing their operation of Indoor Signs.

Few college students rise as quickly in entrepreneurship as brothers Andy and Chad, but their hard work and optimism are as impressive as the rapid rise of their successful ventures.

The members of the JCERS Education and Scholarship Committee and the staff take great pride in the accomplishments of those whom the agency has helped. The inside pages of this newsletter highlights others that it has aided and who have recently updated the agency on their accomplishments.