

Members of John Carroll University's Muldoon Center for Entrepreneurship Win Honors For Excellence

Cleveland, OH—Twin brothers Andy and Chad Baker were recently honored as two of 15 finalists selected from across North America in the 2001 North American Collegiate Entrepreneur™ Awards. The brothers, management majors at Indiana University, are members of the Muldoon Center for Entrepreneurship, located and operated through John Carroll University. The North American Collegiate Entrepreneur™ Awards are designed to foster entrepreneurship at the undergraduate level.

The awards were presented on November 3, 2001 at the Collegiate Entrepreneur Organization Conference in Chicago, where the brothers were honored for their ventures, the *CashCard Coupon Co.* and their development of a holiday gift-wrapping business.

The Baker brothers began the *CashCard Coupon Co.* in 1999 with a primary focus on advertising, but after one year of business, their company expanded from producing coupon cards to purchasing vending machines to place in restaurants and other high traffic establishments. In December of 1999, the twins noticed an empty storefront in the local mall. Knowing that December is a profitable month for most mall stores, they began to operate a holiday gift-wrapping business. The Baker brothers are also very active in Junior

Achievement programs, as well as donating ad space to the local food bank. In the future they would like to expand their coupon concept to include other markets by implementing a national *CashCard* program.

The Edward M. Muldoon Center for Entrepreneurship is located at John Carroll University, in Cleveland, Ohio. The Center was inaugurated in 1999 with a gift from Edward M. Muldoon, a 1948 graduate of the university, for the purpose of establishing an Entrepreneurship outreach program for the John Carroll Boler School of Business. The Muldoon Center has thrived and grown over the past 50 plus years and includes the John J. Kahl, Sr. Chair in Entrepreneurship, the Entrepreneurs Association, the Students in Free Enterprise Chapter, and the 100 Year Club of Cleveland. The Muldoon Center's purpose is to link programs in entrepreneurship and free enterprise to the talents of students, faculty, and the community. In accordance with the Jesuit mission, the Muldoon Center is a flagship of the entrepreneurial spirit and a unique force propelling its members into creative and successful futures.

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