Welcome the new UNLV President: Keith E. Whitfield

The Troesh Center would like to welcome Dr. Keith Whitfield as the new UNLV President! With a Ph.D in Developmental Psychology from Texas Tech University and a wide variety of experience from several institutions, we are excited to welcome him to our campus.
One of the key purposes of the Troesh Center of Entrepreneurship and Innovation is to provide learning opportunities for students to expose them to entrepreneurship through programs offered by the center. With the transition to online classes, the center recognized the unique needs of students who were now taking the majority of their courses from home, and expanded its offerings and created new programming to provide additional support services, resources, and guidance, including:

- Developed a Center Canvas Page to store all student resources
- Implemented the StartUp Tree platform to promote and track student involvement at events
- Created the “Short and Sweets” series as a way to highlight students on Instagram Stories
- Created the Troesh Center Book Series where students read about entrepreneurial journeys and then participate in a Q&A with the authors via Zoom
- Conducted socially-distanced site tours (following the State’s guidelines) of Blackfire Innovation and local companies
REBEL VENTURE FUND

- Scott Luk became Executive Director of RVF in Fall 2020
- Raised $45,000 from board members and received a commitment of $200,000 from the Koch Foundation at a 2 to 1 match
- Exited investment with Echo, $20,000 available now, $30,000 to be fulfilled at a later date
- Screened over 55 start-ups for funding

KEY ACCOMPLISHMENTS IN RESEARCH

In the last year, the Troesh Center of Entrepreneurship and Innovation expanded its mission of conducting research in entrepreneurship through the work of faculty, Troesh Scholars, and graduate assistants. With the support of Dennis and Carol Troesh and the Charles Koch Foundation our scholars bring their research findings into publications and academic and policy conversations highlighting issues in entrepreneurship education and innovation.
- Hired new Assistant Professor of Entrepreneurship to start in January 2021 and provided stipend to hire new Assistant Professor of Strategic Management
- 13 faculty members received Troesh Scholars stipends in topics including Accounting, Economics, Finance, Marketing, Management, Entrepreneurship, and Technology
- Hosted the first Troesh Research Symposium, *Advancing Theory Building in Entrepreneurship*, that drew over 250 scholars from all over the world
- Professor Yong Li was awarded the Insight Grant for 2019-2022 by the Social Sciences and Humanities Research Council of Canada
- Professor Hans Rawhouser was awarded a 2020 Troesh Scholars summer stipend
- The NSF I-Corp grant extended to 2021

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**MEDIA AND OUTREACH HIGHLIGHTS**

- Received the prestigious GCEC Center for Entrepreneurial Leadership Award for 2020
- Generated over 63 media placements in non-academic outlets, such as *Forbes, WalletHub, Yahoo News, Yahoo Finance, The Nevada Independent, Crunchbase News*
- Recruited Wolfgang Puck, Steve Aoki, Maurice Gallagher, and others to judge the 2020 Lee Prize for Entrepreneurship and Innovation
- Organized and hosted the Global Consortium Entrepreneurship Centers (GCEC) 2020 virtual conference that included three keynote speakers and 41 live sessions for 595 participants from 19 countries
- Organized and hosted the Lee Prize Demo Day event, which featured the winners of the Lee Prize
- Welcomed over 250 attendees to the first Troesh Research Symposium
- Produced 10 “Short and Sweets” stories via Instagram that highlighted student journeys and experiences as they adapted to a virtual learning environment
- Invited authors Minda Harts and Kristen Hadeed to share their entrepreneurial experiences with our students as part of the Troesh Book Series
2020 EVENT HIGHLIGHTS

Graphic Design Workshop Series
In the Spring 2020 semester, the Troesh Center hosted a series of workshops, from Graphic Design Workshop to Website/Blog Development to Wearable Marketing to help students develop their ideas and create their own personal branding. These workshops are now available online on the Troesh Canvas page.

TROESH CENTER BOOK CLUB
In the fall, the Troesh Center created the Troesh Center Book Club for the months of September and October. Books were provided to students at no cost and students were encouraged to read the book and participate in a Zoom Q&A with the authors. The books included Permission to Screw Up by Kristen Hadeed and The Memo by Minda Harts.

SHORT AND SWEETS
The Troesh Center launched a "Short and Sweets" Instagram series that highlighted individual students and their college journeys. This series also served to provide an interactive component to the virtual environment. In the fall, this was conducted over Instagram LIVE. In the spring, the series adapted a rapid-fire theme, with students answering 15 questions in 5 minutes. Check it out on our IGTV!

Site Tours
The Troesh Center implemented several socially distanced site tours at Black Fire Innovation and local companies in Fall 2020. These site tours gave students the opportunity to learn more about how different companies work in a safe, socially-distanced environment.

SPRING 2021 EVENTS PREVIEW

Kristen Hadeed's Coffee Chats
In the spring semester, the Troesh Center is hosting a five-part series, including a welcome (2/5) and closing session (5/7) with Founder of Student Maid, Kristen Hadeed.
Hadeed! RSVP to learn more and participate in Kristen’s Coffee Chats that will discuss the following:

- Developing Resilience in Yourself and Others (2/19)
- Guide to Develop Personal Values (3/26)
- Identify and reframe limiting beliefs (4/16)

There will be a welcome session, three coffee chats, and a closing session. It is highly recommended to register for all five sessions, as they will build off of each other throughout the semester.

Zoom link to be provided at a later date.

**How to Create a Business Plan with Leith Martin**

Do you want to start your own business? Are you interested in learning more about how to create a business plan? Join Leith Martin, the Executive Director of the Troesh Center of Entrepreneurship and Innovation on Thursday, February 18th to learn how!

**Zero to Shero: Q&A with Kimberly Miles**

We will be hosting a virtual Q&A with Kimberly Miles, the author of *Zero to Shero*. Space is limited to 25. This event and book will be provided by the center. Please read the book in February and we will do a live Q&A with the author on February 19th at 12pm!