





UNLOCKING POTENTIAL

Boston Consulting Group (BCG) is a global management consulting firm and the world's leading advisor on business strategy. We partner with clients from the private, public, and not-for-profit sectors in all regions to identify their highest value opportunities, address their most critical challenges, and transform their enterprises. For more information and to discover career opportunities, please visit careers.bcg.com.

BCG

Dear Student-Run Business Association Conference Attendees,

Hello and welcome to Cambridge! I'm James Swingos, a junior at Harvard College and the President of Harvard Student Agencies (HSA), a non-profit, student-run organization that has been serving the Harvard community since 1957. First and foremost, welcome to Harvard for the 2019 SRBA Conference; HSA could not be more excited to be hosting you on our campus this weekend!

Throughout my time at HSA, I have been provided the opportunity to learn from and connect with mentors and friends – students and alumni, alike – who have various experiences in many different student-run businesses. We hope that this conference will provide that opportunity to you. Whether you are starting a new business unit, restructuring governance, negotiating university relations, beginning to fundraise, or building a new student-run business altogether, this conference is a unique opportunity to learn from those who both run similar businesses and face similar challenges but have unique perspectives and stories to share. Perhaps more important than the knowledge you will gain will be the friendships and relationships you will make. We hope you have a rewarding three days, filled with meeting lots of new people!

I would like to take a moment to thank everyone who has made this conference possible. A special thank you to the support from the SRBA Founding Members, the 2019 Conference Planning Committee, and our main sponsors below. Additionally, thank you to all of you, for being here, presenting workshops, engaging in planned conference activities, and for supporting the SRBA.

I look forward to meeting each one of you this weekend! Have fun at the 2019 SRBA Conference, and welcome to Harvard College!

Sincerely,



James Swingos
President, Harvard Student Agencies
Class of 2020

Thank you to our sponsors



About SRBA

The Student-Run Business Association is a nonprofit association formed to provide resources for student-run business programs to create the most effective and innovative hands-on learning opportunities for their student entrepreneurs.

These resources support the launch of new student-run business programs, sustain existing programs, and scale successful programs. We believe that fostering a network of staff and student leaders from student-run business programs all over the world can inspire more innovation in existing programs and promote the creation of new ones.

The formation of the Student-Run Business Association emerged from the collaboration and determination of the students, faculty, and staff of student-run business programs at universities across the country.

In 2013, Loyola Limited at Loyola University Chicago hosted the first annual Student-Run Business Conference to provide collegiate entrepreneurs the space to network and collaborate, the tools to provide the best experience to their staff and customers, and the opportunity to learn from industry professionals and other student-run business leaders. The conference has continued annually, bringing together undergraduate business leaders and administrators from various institutions.

Founding Members



Schedule

Friday

3:00 PM - 4:00 PM TICKNOR

Registration

4:00 PM - 4:15 PM FONG

General Session

4:15 PM - 5:30 PM FONG

Keynote Address

Larry Cheng

"My SRB Story, Attitude & Chewy"

5:45 PM - 7:30 PM

Reception and Dinner

At John Harvard's

Saturday

9:00 AM - 9:15 AM TICKNOR

Continental Breakfast

9:15 AM - 10:00 AM FONG

Leadership Chat

Andy Cunningham & Owen Raisch

10:00 AM - 11:00 AM FONG

General Session: Agency Overview

11:00 AM - 11:30 AM

Workshop Session 1

Eco-Entrepreneurship: Facilitating a Circular Economy Through a New Thrift Store

Boylston 103

Finding Value in Values

Boylston 104

-Will be offered again at 2:00 PM in Boylston 103

The Heart of the Matter: How to Create a Brand Identity that Resonates

Boylston 105

Running a Restaurant, the Recipe

Fong

-Will be offered again at 1:30 PM in Fong

11:30 AM - 12:00 PM

Workshop Session 2

Summer Storage: The Market is There...

How to Pull it Off Operationally (and Emotionally!)

Boylston 103

Why We Wash It: Assessing the Necessary Conditions to Run an On-campus Laundry Service

Boylston 104

Leveraging Networks Through Advisory Boards: Engaging Alum and Corporate Partners to Advance Your Mission

Boylston 105

More Than Just a Business: Students Serving Students

Fong

12:00 PM - 12:30 PM

Workshop Session 3

Building Community: Creating Meaningful Relationships Off Campus

Boylston 103

Character? Human Innovation? So What? It's All About the People!

Boylston 104

-Will be offered again at 2:00 PM in Boylston 104

Fundraising for SRBs - Approaches to Fuel New Growth and Innovation

Boylston 105

-Will be offered again at 2:00 PM in Boylston 105

Unseen Barriers - Navigating Issues of Inclusion in the Workplace

Fong

12:30 PM - 1:30 PM

FONG

Lunch

Hosted by Bed Bath & Beyond

Schedule

1:30 PM - 2:00 PM

Workshop Session 4

From Mom & Pop Shops to Multi-Million Dollar Commerce: How to Get Started and Succeed in Retail
Boylston 103

Not Your Parents' Yearbook: How to Design, Produce, Sell and Distribute a Yearbook for Your College or University
Boylston 104

SRB Incubator - How to Launch New Student-Run Businesses with an SRB Incubator
Boylston 105

Running a Restaurant, the Recipe
Fong

2:00 PM - 2:30 PM

Workshop Session 5

Finding Value in Values
Boylston 103

Character? Human Innovation? So What? It's All About the People!
Boylston 104

Fundraising for SRBs - Approaches to Fuel New Growth and Innovation
Boylston 105

From Good to Great: Boosting Learning, Creating Mighty Ventures and Solving Problems with Innovative Approaches
Fong

2:30 PM - 3:15 PM FONG

MixMax Presentation
James Swingos

3:15 PM - 3:30 PM

Break
Move to Smith Center, 10th Floor

3:30 PM - 4:30 PM SMITH CENTER

Keynote Address
Andy Cunningham
"Marketing & Branding for Student-Run Businesses"

4:30 PM - 5:30 PM SMITH CENTER

Roundtables

5:30 PM - 6:30 PM 67 MT AUBURN

Tour of HSA's Burke-McCoy Hall and The Harvard Shop

7:30 PM - 9:00 PM SANDERS THEATRE

A Capella Concert - I Don't Give a Jam: a Senioritis Jam!
The Harvard Lowkeys, The Radcliffe Pitches, and The Harvard Krokodiles

Sunday

9:30 AM - 10:00 AM TICKNOR

Continental Breakfast

Workshop

Launching an SRB at Your College or University: What Do I Need to Know and Where Do I Start?

10:00 AM - 11:00 AM FONG

Keynote Address

Patrick Chung
"Innovation and Investing"

11:00 AM - 12:00 PM FONG

SRB Alumni Panel

Moderated by Paityn Korner, Loyola

12:00 PM - 1:00 PM FONG

Lunch

Hosted by the Boston Consulting Group

1:00 PM - 1:15 PM FONG

Closing General Session

1:15 PM - 2:15 PM FONG

Annual SRBA Meeting of the Members
SRBA Board of Directors Meeting

Workshops

Building Community: Creating Meaningful Relationships Off Campus

*Stefi Hernández, Joshua Seitz
Loyola Limited*

Establishing intentional and sustainable community relations between the neighborhood and your university is challenging. Since 2016, Loyola Limited's High School Program has been dedicated to providing a safe, productive, and creative environment for high school students to develop professionally. This workshop will explore how to meet community members with the tools necessary to serve as a lasting network of support. Additionally, we will discuss the mutually beneficial relationship that community outreach can have on your business and the neighborhood.

Character? Human Innovation? So What? It's All About the People!

*Johann S. Wong and Grant Peirce
JouleWatt.com, PeirceGroup.com*

For all student-run businesses, it is always about people, relationships, human innovation and character. Come join this experiential learning session around the human dynamics of innovation and character, using two self-assessments. We will look at real team results and experiences from participants at some student-run business workshops who took the Innovation Strength Preference Indicator® or ISPI™ as well as the Character Foundation Assessment™ or CFA™. We will also look at how we can have more meaningful conversations about human innovation and character. Both are vital factors in building relationships and student-run businesses.

Eco-Entrepreneurship: Facilitating a Circular Economy Through a New Thrift Store

*Marcela Gomez, Anna Balfanz
Penn Student Agencies*

The average American throws away 81 lbs of clothing each year, according to the EPA. Inspired by the pressing conversations on U.S. waste and fast fashion in recent years, two Penn students fought for the creation of a thrift store to provide a sustainable solution to campus textile waste. In this workshop, learn about the process of creating the Penn Closet Thrift Shop through Penn Student Agencies, the impact the store has had on campus waste, and the ways the store has engaged Penn's campus community in the sustainability conversation.

Finding Value in Values

*Sherie Cheng, Henry Forcier
Student Holdings*

As college students running fully operational businesses on a daily basis, it's oftentimes easy to get lost in the day to day tasks that we are inundated with. It's hard to see the big picture and connect our daily tasks back to a grander vision. Sometimes we ask ourselves why we do what we do. Come to Student Holding's Finding Value in Values workshop to learn how you can leverage a simple yet powerful value system to motivate and help students understand and connect their work back to something far more important than making money or growing a business... self-development.

From Good to Great: Boosting Learning, Creating Mighty Ventures and Solving Problems with Innovative Approaches

*Carlos E. Chacon
Blue and Gold Ventures*

Students are the soul of any SRB, and competitions are the best tool to help them go from good to great. Competitions are motivators and the better prepared students are to compete, the more they'll drive results in their businesses. Learn the benefits, techniques and skills-development potential of challenging students to compete against the best of the world and reach their potential. Then, join a facilitated discussion and workshop for SRBA to create an innovative, prestigious and challenging entrepreneurship competition for student-run businesses.

From Mom & Pop Shops to Multi-Million Dollar Commerce: How to Get Started and Succeed in Retail

*Anthony Kenny, Leo Fondriest
Harvard Student Agencies*

Retail is a \$5.7 trillion industry! That's a lot of money, and you can get in on it! In this workshop, we'll tell the story of how we transformed The Harvard Shop from a small mom & pop retail shop into the ecommerce and three location enterprise selling more than \$4M of merchandise annually. In this workshop, we'll talk about The Harvard Shop's transformative history, and how to start, operate, and grow your own retail business.

Workshops

Fundraising for SRBs - Approaches to Fuel New Growth and Innovation

*Owen Raisch, Alec Shaw
Blue and Gold Ventures*

Funds unlock new possibilities for new/existing student-run businesses, and SRBs are increasingly an interest for donors and corporate sponsors alike. Learn about recent trends in fundraising that make SRBs a strong candidate for giving, and explore how to leverage university advancement offices through an overview of Blue and Gold Ventures' recent Founding Member campaign. The workshop will wrap up with a best-practices discussion and activities to help advance your approach to fundraising.

Launching an SRB at Your College or University: What Do I Need to Know and Where Do I Start?

*Owen Raisch
Blue and Gold Ventures*

So, you see the tremendous value of the co-curricular experiential learning opportunities associated with student-run businesses and want in on the action. What do I need to know? Where do we start? Come listen to an informative discussion with seasoned executive directors of current student-run business organizations as they discuss how they got started, the keys to their success, and what you should know going into the process.

Leveraging Networks through Advisory Boards: Engaging Alum and Corporate Partners to Advance Your Mission

*Katarina Djokic, Gabriella Suliga
Blue and Gold Ventures*

Alumni and community partners are the secret weapon of student-run businesses. While often overlooked they provide critical insights, important oversight and innovative relationships that bring revenue and clients to student-run businesses. Learn how to leverage these assets to increase stability, innovation, revenue, student opportunities for employment and more through case studies from Blue and Gold Ventures. The workshop will review approaches to alumni and corporate engagement, advisory board structure and discussion on tactics for maintaining them.

More Than Just a Business: Students Serving Students

*Seo Young Lee
The Corp (Students of Georgetown Inc.)*

The Corp, formally "Students of Georgetown Inc.," was born in the spirit of social activism. In the 1970s, approximately 30,000 protesters gathered in D.C. to exercise an act of civil disobedience against the Vietnam War but were refused long-term refuge on Georgetown's campus by the university and police, who retaliated by firing tear gas at the crowds. Students of Georgetown Inc. was the creation of the student body president and vice president who took action for students and their rights. Since The Corp's inception, community impact has been a pillar of our identity as a business and community. This workshop seeks to delve into our relationship with philanthropy from the onset. More concretely, we hope to outline how we navigate our relationship in Georgetown's landscape with students and the university administration and how our business model seeks to fulfill our mantra of "Students Serving Students."

Not Your Parents' Yearbook: How to Design, Produce, Sell and Distribute a Yearbook for Your College or University

*Grace Rieflin
Student Agencies, Inc.*

Every college and university has one (or, at least, used to have one). Schools understand the importance of their yearbook from a historical and alumni relations standpoint. However, typically run as a student group with annual turnover and little year-to-year continuity, production of the yearbook is often a huge headache for school administration. Come to this workshop to hear how Student Agencies designs, produces, sells and distributes the official Cornellian Yearbook on behalf of Cornell, resulting in a win-win for both Student Agencies and the University.

Running a Restaurant, the Recipe

*Rosa Maria Noriega, Dillon Kurila, Seo Young Lee
Loyola Limited, The Corp*

Running a business in the food service industry is no small feat. Join us for a workshop dedicated towards exploring the ingredients that are necessary to succeed in this competitive market. From amazing food, a full staff, inventory management, effective communication, and finally, a cup of hard work and a pinch of fun!

Workshops

SRB Incubator - How to Launch New Student-Run Businesses with an SRB Incubator

*Jack Toner
Blue and Gold Ventures*

Generating new Student-Run Businesses is an essential activity for new SRB's and can bring new life and momentum to existing programs. Learn how Blue and Gold Ventures' Eagle Incubator launched 7 new SRB ventures in 8 months, generating more than \$100k in total revenue and creating a self-sustaining revenue model for the organization. Explore other case studies of individual new venture launches through discussion with Penn's brand new thrift store. A facilitated workshop will explore new venture approaches and how the SRBA network can support incubator models and new ventures.

Summer Storage: The Market is There... How to Pull it Off Operationally (and Emotionally!)

*Peter Gribizis
Student Agencies, Inc.*

Many students live a long way from their school, oftentimes traveling to/from campus by airplane, and don't know what to do with their belongings over the summer. Come hear how Student Agencies, through a preferred relationship with Cornell University, has built a nearly \$500K business collecting students' belongings at the end of the spring semester, storing them for the summer, and returning them to the students at their new dorm room or apartment in the fall.

The Heart of the Matter: How to Create a Brand Identity that Resonates

*Annelise Hillmann
Harvard Student Agencies*

Marketing is about knowing your customer. But the brand that makes a lasting impact is the one who not only knows its customer but works to demonstrate real care and understanding for them. This workshop will explain, in actionable steps, how to create a brand that values the customer experience and how to convey those values through campaigns that drive satisfaction, community, and ultimately returns.

Unseen Barriers - Navigating Issues of Inclusion in the Workplace

*Ashley Kennedy, Mia McGuin
Loyola Limited*

Different from traditional corporations and unlike on-campus organizations, student-run businesses still navigate issues of inclusion and representation. This workshop will discuss what inclusion means, explore barriers of exclusion that exist in student-run companies, how people - especially those with marginalized identities - navigate them, and what actionable steps can student-run companies take to create workplaces that are inclusive, safe, and empowering. Discussion focused, this workshop will rely on the experiences of participants in an effort to collaborate and move forward, improving the student-run business experience for all.

Why We Wash It: Assessing the Necessary Conditions to Run an On-campus Laundry Service

*William Numba
Penn Student Agencies*

With all the responsibilities college students are expected to fulfill, doing laundry can easily fall to the bottom of the to-do list. Since 1933, firstServices, a Penn Student Agencies business, has provided a convenient laundry and dry-cleaning delivery service to Penn students living on- and off-campus. However, launching and operating this business presents an array of challenges. In our workshop, learn about the conditions necessary for starting a laundry delivery business, factors for effective operation, and possibilities for expansion once the business is running.

Keynote Speakers

Andy Cunningham



An entrepreneur at the forefront of marketing, branding, positioning and communicating “The Next Big Thing,” Andy Cunningham has played a key role in the launch of a number of new categories including video games; personal computers; desktop publishing; digital imaging; RISC microprocessors; software as a service; very light jets; and clean tech investing. She is an expert in creating and executing marketing, branding and communication strategies that accelerate growth, increase shareholder value and advance corporate reputation. Her first book, *Get to Aha! Discover Your Positioning DNA and Dominate Your Competition*, was published by McGraw-Hill Education in October 2017.

Andy came to Silicon Valley in 1983 to work for Regis McKenna and help Steve Jobs launch the Macintosh. When Steve left Apple to form NeXT and acquire Pixar, he chose Andy’s public relations agency, Cunningham Communication, to represent him. She continued to work with Steve for several years and has developed marketing, branding and communication strategies for game-changing technologies and companies ever since.

Andy is the founder and president of Cunningham Collective, a marketing, brand and communication strategy firm dedicated to bringing innovation to market. The 7-year old firm has worked with many companies in various markets including artificial intelligence, information technology, big data, cloud, finance, healthcare, media/publishing, mobile apps, search, security, semiconductors, software as a service, telecommunications, video games, and virtual reality. Andy is also the host of the popular podcast *Marketing Over Ice* (<http://www.moi.fm/>).

Andy serves on the following corporate boards: AirPR (PR analytics); Motiv Power Systems (electric vehicles); and Specialized Bicycle Components, Inc. (bicycles and related gear). She also serves on the following not-for-profit boards: The Aspen Institute; Menlo College; Northwestern University Medill School of Journalism, Media, Integrated Marketing Communications; Quinnipiac University School of Communications; and ZERO1: The Art & Technology Network, an organization she founded in 2000 with the mission to shape the future at the intersection of art and technology. Andy also serves on the Freeman Design Council, a “special forces” unit of The Freeman Company. In addition she serves on the advisory boards of the following companies: The Able Channel, MixR, Traackr, Virta Health. Past board positions include RhythmOne (ad-tech) and Finelite (lighting design). She also served on the not-for-profit boards of YPO, CEO, the Peninsula Open Space Trust and the Computer History Museum. She is an Aspen Institute Henry Crown Fellow, holds memberships in WPO, CEO, TED and Women Corporate Directors and teaches a marketing class at Menlo College.

Andy graduated from Northwestern University and lives in Sausalito, California with her husband Rand Siegfried.

Keynote Speakers

Larry Cheng



Larry Cheng is a Managing Partner and founder of Volition Capital. He focuses on investment opportunities in consumer e-commerce, next-generation consumer brands, and transactional enterprise applications, and currently serves on the boards of Bombfell, Connatix, Cortera, Ensignen, Pramata, and Recycle Track Systems (RTS). He has served on the Board of Chewy.com (acquired by Petsmart), Globaltranz (acquired by The Jordan Companies), mindSHIFT Technologies (acquired by BestBuy), Stylesight (acquired by Top Right Group), and Prosper Marketplace.

Prior to helping found Volition Capital in 2010, Larry was a partner at Fidelity Ventures. From 2000 to 2005 Larry was a senior associate at Battery Ventures. From 1998 to 2000, he was an associate for Bessemer Venture Partners where he focused on software investments. Prior to Bessemer, Larry was an associate consultant at Corporate Decisions Inc.

Larry earned a B.A. in Psychology from Harvard College. While at Harvard, Larry found his calling with Harvard Student Agencies (HSA). During his sophomore year, Larry became the manager of the laundry and linen division of Harvard Student Agencies, a student-run company serving the greater Harvard community. From the unglamorous to the glamorous, Larry worked his way up and became the President and Chairman of the HSA during his last year in school. It was through the board of HSA and interactions with past presidents that Larry first learned about the venture capital business. He is also on the Harvard University Alumni Association Board of Directors, Beth Israel Deaconess Medical Center Board of Overseers, Wycliffe Bible Translators Board of Directors, and The Winsor School Board of Trustees.

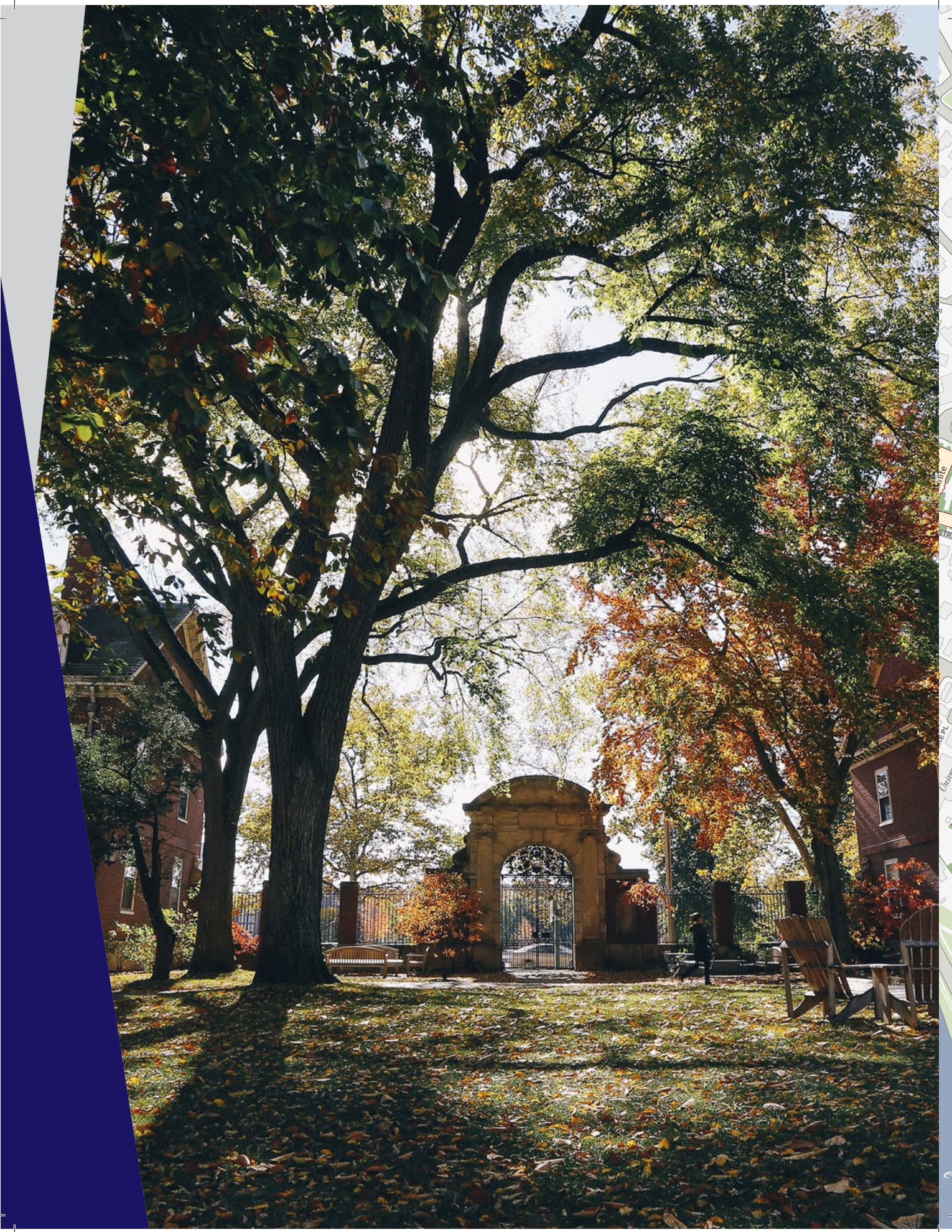
Patrick Chung

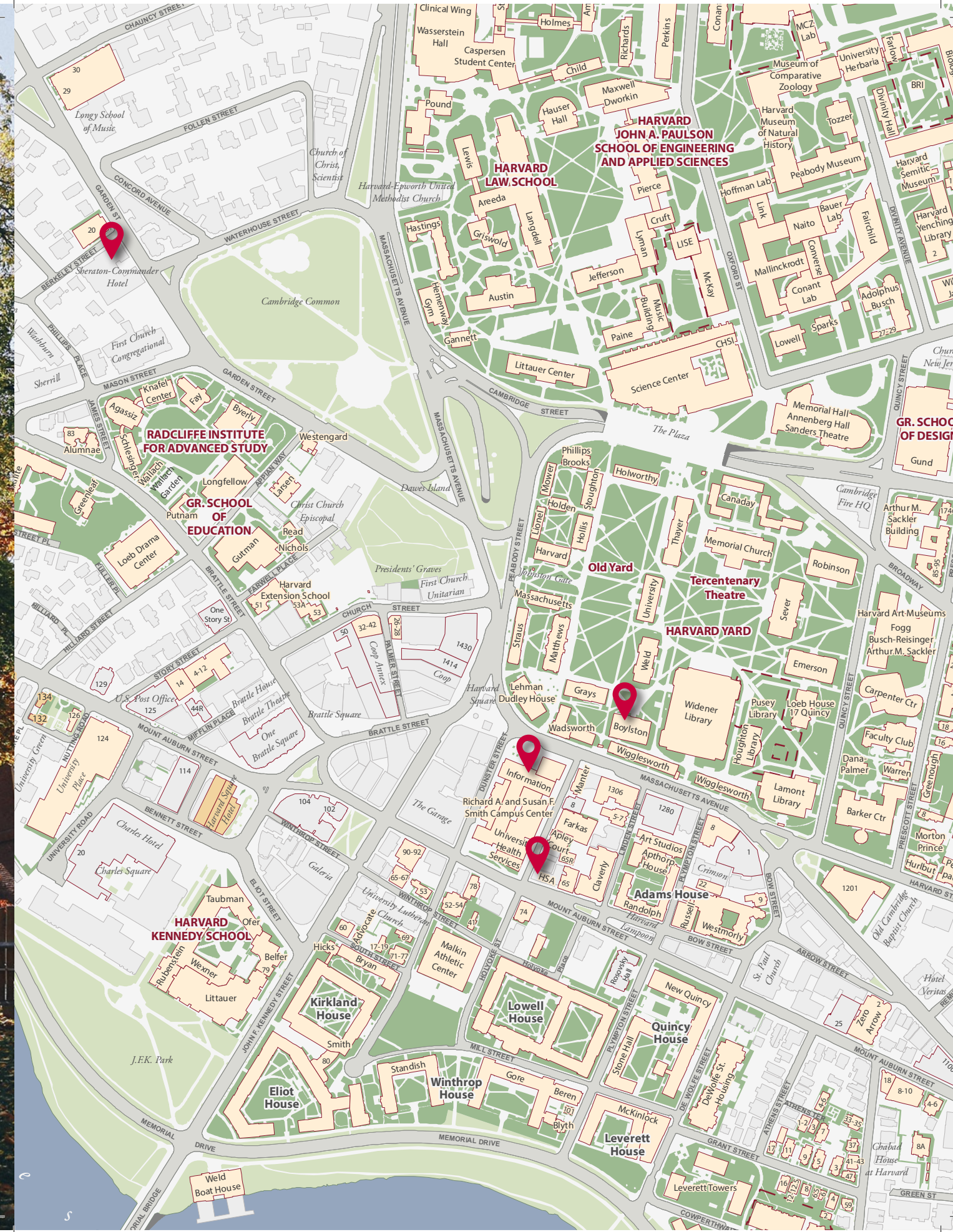


Patrick Chung is a founding partner of Xfund. Prior to Xfund, Patrick was a partner at NEA and led the firm's consumer and seed investment practices. He is a director of 23andMe, Philo, and Ravel Law, and is actively involved with CrowdMed, Curalate, Guideline, Halo Neuro, IFTTT, Landit, Rock Health, ThirdLove, and Zumper. Past investments include Pulse (acquired by LinkedIn), Loopt (acquired by Green Dot), GoodGuide (acquired by Underwriters Laboratories), Xfire (acquired by Viacom), and Xoom (NASDAQ: XOOM).

Prior to joining NEA, Patrick helped to grow ZEFER, an Internet services firm (acquired by NEC) to more than \$100 million in annual revenues and more than 700 people across six global offices. Prior to ZEFER, Patrick was with McKinsey & Company, where he specialized in hardware, software, and services companies.

Patrick received a joint JD-MBA degree from Harvard Business School and Harvard Law School, where he served as an Editor of the Harvard Law Review. Patrick was a Commonwealth Scholar at Oxford University, where he earned a Master of Science degree. Patrick earned his A.B. degree at Harvard College in Environmental Science. He is a member of the New York and Massachusetts bars, an elected director of the Harvard Alumni Association, and a member of the Committee to Visit Harvard College. He is also an Associate of the Creative Destruction Lab at the University of Toronto.





Longy School of Music

Sherrill-Commander Hotel

RADCLIFFE INSTITUTE FOR ADVANCED STUDY

GR. SCHOOL OF EDUCATION

HARVARD KENNEDY SCHOOL

HARVARD LAW SCHOOL

HARVARD JOHN A. PAULSON SCHOOL OF ENGINEERING AND APPLIED SCIENCES

Old Yard

HARVARD YARD

Tercentenary Theatre

GR. SCHOOL OF DESIGN

Eliot House

Kirkland House

Lowell House

Adams House

Quincy House

Winthrop House

Leverett House

J.F.K. Park

Smith

Standish

Gore

New Quincy

Slope Hall

McKinlock

Weld Boat House

Weld

Boat House

Boat House

Boat House

Boat House

Boat House

Boat House

Boat House

ONE-STOP **SHOP**
FOR ALL THINGS STUDENT

balfour.

WEAR THE **RING** AND CARRY ITS MEANING



SHOP YOUR SCHOOL'S CURATED COLLECTION AT [BALFOUR.COM](https://www.balfour.com)



DORM ESSENTIALS



FAN SHOP



PHOTO GIFTS

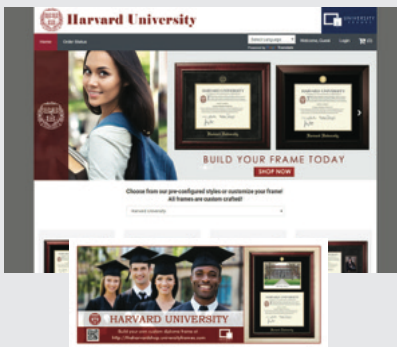


ALUMNI GIFTS

Certificate programs are a great source of revenue



Customers can choose from thousands of styles and options. No inventory necessary!



- We provide a link and create virtual buttons to place on your site
- Flyers provided at no cost



- Customer creates their custom frame
- You are notified of the sale but don't have to do a thing!



- We dropship directly to the customer and you receive commission on all frames sold

College Care Packages As Smart And Creative As Your Students



Brain Boost



Birthday



SpaAhH



Nut Free

CampusCube is a modern, state of the art College Care Package company dedicated to providing premium, beautifully designed and curated care packages. We offer:

- Generous sales commissions.
- Care packages for any event or occasion.
- Experienced staff that works with you to design Care Package programs meeting your needs.
- A professional design team that can provide or help craft marketing emails and online marketing and product pages.
- Professional and courteous customer support (online and telephone) to help manage orders so you don't have to.
- State of the art, online ordering, order tracking and fulfillment systems.
- The capability to integrate with mailrooms and on-campus package notification systems.



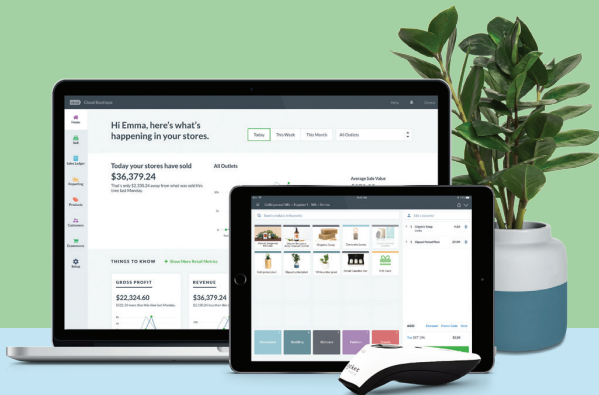
Helping HSA close more business





Powerful point of sale that's easy for everyone

Vend's point of sale and inventory management software gives you all the tools you need to sell, manage, report and grow. With a user-friendly interface and integrations with world-leading retail apps, Vend makes it easy for staff to sell, reduce errors and create a fast enjoyable checkout.



"Vend has been incredibly effective helping us visualise our performance in real time and coordinate our work effectively. I would recommend it to anyone in retail."

Ali Bayar, The Harvard Shop



Start your free trial now. Find out more about Vend point of sale at www.vendhq.com



**You can be a hacker and a historian.
You can be a techno-utopian and an aesthete.**

We want to back minds that stretch laterally and not just linearly. We want to back the coder who not only knows what she's doing, but why. Maybe that's you.

Xfund is a pioneering partnership between some of the country's most successful venture capital firms and some of the world's best research universities in the United States and abroad. So long as you have a curious mind and an ability to execute, we're interested.

Learn more at www.xfund.com.

BED BATH & BEYOND

CAMPUS READY

Bed Bath & Beyond® has everything your students need for their room!
bedbathandbeyond.com/shopforcollege

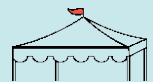


WEBLINKS



Students can shop the Bed Bath & Beyond College assortment, **ship right to campus and help fundraise for their school.**

ON-CAMPUS EVENTS



We bring our store to your campus! Bed Bath & Beyond hosts tent sales and pop-ups on campuses nationwide.

THE LIST



We're pros at this. Our college checklist has everything students need, plus some awesome extras.

QUESTIONS?



Jim Wilson
Bed Bath & Beyond, College Strategy
908-613-5275
jim.wilson@bedbath.com