



# ANNUAL CONFERENCE

**April 21-23, 2023**  
**Cambridge, MA**



# Welcome

Dear SRBA 2023 Conference Attendees,

I am deeply honored to welcome you to Cambridge for the 2nd Annual SRBA National Conference since our founding in 2018! On behalf of the entire Student-Run Business Association Board of Directors and planning committee members, I am thrilled to have you join us for the first in-person conference since 2020!

As an alum of Penn Student Agencies, I was fortunate to join the SRBA community while a student and witness the growth and development of each of our members and our organization over the last five years. Throughout my time in the SRBA, I have openly welcomed the opportunity to learn from and connect with mentors and friends — students and alumni — who have a diverse depth of knowledge, professional backgrounds, and most significantly a drive for innovation and entrepreneurship. This committed community has been cultivating opportunities like none other to prepare the future generation of business leaders. We hope, and I hope, that this conference will continue to provide that opportunity for you. Whether you are starting a new business for the first time (we know many of you will go on to start many more); restructuring your organization; navigating university relations; beginning to fundraise; or building a new student-run organization altogether - we know 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 insights you will gain will be the lasting friendships and professional relationships you will make here and in our network. We hope you have a rewarding three days, filled with meeting lots of new people and leaving here with a brain full of possibilities. The future success of your business starts with you!

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 2023 Conference Planning Committee, student volunteers from member SRB organizations, and our main sponsors. Without this incredibly devoted team of students and professionals, none of this would be possible. Additionally, thank you to all of you, for being here, presenting workshops, engaging in planned conference activities, and supporting the SRBA. I look forward to meeting each one of you this weekend!

Sincerely,



Michael Warren II  
Co-President  
Student-Run Business Association



# Thanks to Our Sponsors!

(we couldn't do it without you )

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# About the SRBA

The **Student-Run Business Association (SRBA)** is a nonprofit organization committed to advancing innovative, hands-on learning experiences globally by supporting and representing student-run business organizations.

Founded in 2019 by staff and student leaders across the United States, we take pride in our work to build a community of individuals and organizations that work together in preparing the next generation of practiced leaders. Our 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 Annual Conference is designed both for established SRBOs and for those looking to get started. It is a place to hear amazing ideas from amazing students, leaders, and support organizations. It's an opportunity for them to improve their business results now and to build relationships that last a lifetime.

In 2013, Loyola Limited at Loyola University Chicago hosted the first annual Student-Run Business Conference. After we formed the SRBA, this conference continued annually, bringing together undergraduate business leaders and administrators from various institutions.



# Our Network

Our affiliates range from startups to more than 100 years of history, and they operate start-ups to businesses with upwards of 11+ million USD in annual revenues. SRB businesses employ students and impact communities while accelerating student learning, networking, and career performance.

At SRBA, we take pride in representing the students, staff, universities, and alum who are advancing the most impactful educational experiences available to students around the world.

## Founding Members



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## Current Members

- **Cornell University** - Student Agencies, Inc.
- **Harvard University** - Harvard Student Agencies
- **Lakeland University** - LAUNCH
- **Benedict College** - Benedict Student-Run Businesses
- **Stanford University** - Stanford Student Enterprises
- **Loyola University Chicago** - Loyola Limited
- **Princeton University** - Princeton Student Agencies
- **University of Pennsylvania** - Penn Student Agencies
- **University of Dayton** - Flyer Enterprises
- **University of Puget Sound** - UPS Student-Run Businesses
- **Rice University** - Rice Student-Run Businesses
- **Northwestern University** - Student Holdings
- **Georgetown University** - The Corp.
- **Masachusetts College of Art** - MassArt Enterprises
- **Susquehanna University** - B.Formula Marketing Agency
- **The University of the South** - Tiger Student Ventures
- **Shenandoah University** - Name Pending
- **Babson College** - Name Pending

# Itinerary

## Friday, April 21

3:30 PM – 5:00 PM

Harvard Student Agencies  
Harvard Campus Tour (optional)

5:00 PM – 5:30 PM

Oggi Gourmet  
Conference Registration

5:00 PM – 7:00 PM

Oggi Gourmet  
Networking & Happy Hour

## Saturday, April 22

9:00 AM – 9:30 AM

CIC Havana Room  
Conference Registration & Breakfast

9:30 AM – 11:00 AM

CIC Havana Room  
Welcome & Member Portfolio Overviews

11:00 AM – 11:20 AM

CIC Havana Room  
Networking Roundtables

11:30 AM – 12:00 PM

CIC Havana Room  
Career Development Panel

12:10 PM – 1:00 PM

CIC Venture Cafe  
Lunch

# Itinerary

**Saturday, April 22 Cont.**

1:10 PM – 2:00 PM

**Workshop 1: Diversifying Your SRB's Portfolio**

Havana Room  
Food and Beverage

Venture Cafe  
HSA Retail and Trademark Tours

2:10 PM – 3:00 PM

**Workshop 2: Leadership and University Guidance**

Havana Room  
Maximizing Your Partnership: Strategies for University-Owned Student-Run Businesses

Venture Cafe  
Sustainable Team Transition and Leadership Development

3:10 PM – 4:00 PM

**Workshop 3: Maximizing Business Opportunities**

Havana Room  
Engaging with Alumni (Panel)

Venture Cafe  
Business Model Canvas

4:10 PM – 4:30 PM

Havana Room  
**SRBA Member Meeting: Updates & Outlook**

4:30 PM – 5:00 PM

Havana Room  
**Meet your Counterparts**

6:30 PM – 8:30 PM

Cambridge Brewing Co.  
**Dinner**

# Itinerary

**Sunday, April 23**

9:00 AM – 9:45 AM

Havana Room  
**Continental Breakfast**

10:00 AM – 11:00 AM

Havana Room  
**New SRBOs and Session Workshops**

## Venue Directory

**Harvard Student Agencies**

67 Mt Auburn St, Cambridge, MA 02138

**Oggi Gourmet**

30 Dunster Street, Cambridge, MA 02138

**CIC Cambridge @ 1 Broadway**

5th floor, 1 Broadway, Cambridge, MA 02412

**Cambridge Brewing Co.**

1 Kendall Square Bldg, 100 Cambridge, MA 02139

**Le Méridien Boston Cambridge**

20 Sidney St, Cambridge, MA 02139



# Workshops

## **Diversifying Your SRB's Portfolio: Food and Beverage**

Ryan Rosfelder & Jenna Chernicky | Dayton Flyer Enterprises

This session will include various topics ranging from sourcing products, understanding the flow of food, how health and food safety factor in, and managing extra food waste. Ryan has had 3 years of experience in this area and has a manager food safety certification through the state of Ohio. He successfully started a new food division on the University of Dayton's Campus that makes over \$1700 a day. He would love to share his experience and knowledge with everyone.

## **Diversifying Your SRB's Portfolio: HSA Retail and Trademark Tours**

Thomas Garity | Harvard Student Agencies

Harvard Student Agencies (HSA) is presenting on its two unique businesses, The Harvard Shop and Trademark Tours. The Harvard Shop offers Harvard merchandise and apparel for students, affiliates, and visitors alike at its three Harvard Square locations and an online store. The Harvard Shop is the exclusive supplier of the One Ring, the only Harvard University class ring officially sponsored by students. Trademark Tours has become the most successful and well-respected visitor services company in Harvard Square, employing hundreds of Harvard students as experienced guides on in-depth tours of campus as well as the surrounding Cambridge area. Now, under Harvard Student Agencies, Trademark Tours continues to offer an engaging, high-quality introduction to Harvard for visitors from around the world.

## **Maximizing Your Partnership: Strategies for University-Owned SRBs**

John Putnam, Aidan Hager & Kym Leibham | Lakeland Student Run Businesses

If your SRB is owned by the university, establishing a mutually beneficial partnership is pivotal to long-term success. We will explore the best strategies and practices for a successful collaboration between university leadership and the SRB team. We will discuss ways to establish trusting university relationships, leverage resources, and navigate challenges. We will share practical tips on how to collaboratively communicate, develop academic alliances, and manage your budget. Whether you are just starting an SRB or looking to take yours to the next level, this session is for you. Join us to gain the knowledge and skills you need to succeed.

# Workshops

## **Sustainable Team Transition and Leadership Development**

Chris Raboy & Michael Warren | Penn Student Agencies

This session will focus on best practices in managing staff & business management transitions and how you can ramp up incoming leadership with foundational business skills. Many SRBOs will face organizational turnover every four years, leadership turnover annually, and general staff transitions regularly! Whether they involve internal transfers, promotions, terminations, or graduations – these staffing transitions can be a challenge for our organizations if proper supports are not in place to ensure effective knowledge transfer to the next cohort of students. One of the most effective ways to manage personnel changes is through comprehensive leadership training that provides the tools and frameworks to adapt to these changes. Leadership development that promotes resourcefulness, builds resilience and fosters a positive team culture can ensure best practices and historical context is passed on within the business. This session explores SRBO's best practices for managing staff transitions, including how to onboard effectively, build trust within teams, and maintain the continuity of business operations. We will ask you to consider what your typical staff journey looks like, how they align with your mission and values, and what areas can be improved through collaboration with campus resources and the SRBA network!

## **Maximizing Opportunities: Engaging with Alumni (Panel)**

Harvard Student Agencies, Penn Student Agencies & Student Agencies, Inc.

One of the greatest assets of student-run business organizations is the experience of alumni, as well as the professional connections they may provide. This session focuses on how to adequately engage agency alumni to contribute to both the continued success of student-run businesses through the dissemination of agency experience, and assisting students in their future careers through the building of valuable professional connections. In a panel format, students from a number of different schools will answer questions on how their agencies have attempted to bridge the gap between alumni and current student managers. Students will discuss strategies employed, including but not limited to frequent business updates to alumni, hosting of semi-annual student presentations to alumni/BOD, maintaining alumni community and culture through “meet-ups” or social events, etc.

# Workshops

## **Maximizing Opportunities: Business Model Canvas**

Sambhav Bansal | Tiger Student Ventures

The Business Model Canvas (BMC) is a powerful tool for student entrepreneurs to design, understand, and test their business models. It is a one-page visual representation of a business's core components, which highlights their importance in creating a cohesive and comprehensive understanding of a business idea. We will discuss the nine elements of the BMC: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. Participants will engage in hands-on activities (The workshop aims to encourage participants to explore and apply the BMC to their own ventures), and receive constructive feedback from peers and facilitators. By utilizing the BMC, student entrepreneurs can build a solid foundation for their business ideas and ensure they have a clear vision for growth and success.



# Supporting SRBA

**THANK YOU** for supporting SRBA by attending this year's 2023 Annual Conference.

We have big plans to grow the SRBA over the coming years by engaging more colleges and more member categories year-round, and we need your support to make it happen!

Here are 5 ways YOU can help us grow SRBA:

1. **ENGAGE** - Join our SRBA Community; use it regularly to get and share support for running the biz, jobs + more.
2. **RECRUIT** - We are actively recruiting new Student-Run/ Student-Owned Orgs and Member ALUM.
3. **CROSS-PROMOTE** - Add a our linked-logo to your SRBA member website to show affiliation and support.
4. **JOIN OUR LEADERSHIP** - We are actively recruiting board members and committee volunteers.
5. **FUND** - Donate OR refer a donor or sponsor TODAY via [www.srbassociation.org/donate](http://www.srbassociation.org/donate)

If you'd like more information on any of these, connect with an SRBA representative or Board Chair, Owen.

Owen Raisch via Slack  
or email: [owen.raisch@srbassociation.org](mailto:owen.raisch@srbassociation.org)

## SRBA Community

Join our NEW member benefit that helps hundreds of **Students, Faculty, Staff** and **Alumni** use SRBA to grow together.

Get feedback from peers, share your successes, and find current opportunities for personal and professional development on a dynamic platform.

[START HERE](#)



