PAUL J.
HOLLOWAY
Prize

INNOVATION-TO-MARKET COMPETITION

CHARLES & MIRIAM NELSON
POSTER COMPETITION

APRIL 22, 2015

UNIVERSITY OF NEW HAMPSHIRE

1988 - 2015
CELEBRATING ENTREPRENEURSHIP
After nearly fifteen years of various domestic and international sales and marketing experience at Dennison Manufacturing Co., a Fortune 500 corporation headquartered in Framingham, MA, Charles Nelson resigned to pursue a goal of establishing his own organization that could fulfill a recognized void in the marketplace.

Nelco Products, Inc. was started in July of 1984 by Charles (CEO and Co-Founder) and Miriam (VP and Co-Founder) Nelson. Coupling Charlie's previous experience with Miriam's administrative leadership and her soon-to-be learned financial skills, a unique regional distribution company of plastic wiring accessories was launched. Initially, aggressive telemarketing programs complimented by highly trained sales representatives and low cost sourcing from both domestic and international vendors enabled Nelco to penetrate the Northeast market rapidly.

Early in the twenty-first century, Nelco pioneered innovative Internet marketing strategies leading to many creative websites that drove global prospects’ interest to the company's sales organization.

Today, Nelco has locations in MA, NJ, FL and CA all ready to locally serve its customer base of over eight thousand accounts. The company's employees were enriched with the establishment of an Employee Stock Ownership Plan (ESOP) in 2005 which has empowered them to take leading roles in assisting their company to excel.
**Paul J. Holloway Prize**  
**Innovation-to-Market Competition 2015**  
**Charles & Miriam Nelson Poster Round**

**Student Contenders**

**Chatter**  
*Joseph M. Corcoran, COLA*  
Psychology  
*Benjamin Duff, Paul*  
Accounting  
*Anthony Lunardi, Paul*  
Economics  
*James Scott, COLSA*  
Biological Sciences  
*Adviser: Goksel Yalcinkaya, Ph.D.*

**Crowd Control**  
*Eric Muise, Paul*  
ISM and Management  
*Kevin Perry, Paul*  
ISM and Finance  
*Christian D. Ryan, Paul*  
Management  
*Brandon P. Shea, Paul*  
Information Systems Management and Management  
*Adviser: John D. Ela, M.A.*

**Campus Laundry Service**  
*Tyler Cuvellier, Paul*  
Management  
*Alexander B. Danielovich, Paul*  
Finance and Management  
*Kyle Richardson, Paul*  
Management  
*Adviser: John D. Ela, M.A.*

**Clienttype**  
*Stephen D. Cote, Paul*  
Management  
*Brian R. Gioia, Paul*  
Management  
*Mike Qin, GRAD*  
BU, College of Engineering  
*Adviser: John D. Ela, M.A.*

**Dualonics: 2-in-1**  
*Lauren B. Irish, Paul*  
Marketing and Management  
*Shane M. McNeely, Paul*  
Management  
*Justin C. Slattery, Paul*  
Management  
*Cailey A. White, Paul*  
Management  
*Adviser: John D. Ela, M.A.*
Forever Charge  
*Matthew D. Labbe, Paul*  
Finance and Management  
*Wesley W. Richards, Paul*  
Marketing and Management  
*William Sheehy, Paul*  
Management  
*Conor P. McCarthy, Paul*  
Management  
*Adviser: John D. Ela, M.A.*

**mediaBite**  
*Cameron J. Cote, Paul*  
Finance and Accounting  
*Lauren A. Rhodes, COLA*  
English/Journalism and Communication  
*Adviser: Meghan A. Heckman*

**Green Box Homes**  
*Jared F Allison, Paul*  
Management  
*Zachary D. Howard, Paul*  
Management  
*Michael T. Kelly, Paul*  
Management  
*Adviser: John D. Ela, M.A.*

**Hydrite Smart Watering System**  
*Robert M. Esposito, CEPS*  
Computer Engineering  
*Jonathan R. Gual, Paul*  
Entrepreneurial Studies and Accounting  
*Max A. Lappin, Paul*  
Entrepreneurial Studies  
*Curtis G. Lush, CEPS*  
Computer Engineering  
*Joshua D. Romprey, Paul*  
Entrepreneurial Studies  
*Caemen W. Weiland, CEPS*  
Computer Engineering  
*Adviser: Jeffrey E Sohl, Ph.D.*

**News Time: A New Look for News**  
*Jason T. Reuter, COLA*  
English/Journalism  
*Adviser: Meghan A. Heckman*

**One Acre Coffee Co**  
*Connor Roelke, Paul*  
Marketing  
*Adviser: Bruce Pfeiffer, Ph. D.*

**ParkPal**  
*Jacob M. Cuomo, Paul*  
Management and Finance  
*Devin J. Garvey, Paul*  
Marketing and Management  
*Zechao Liu, Paul*  
Management  
*Elizabeth M. Therrien, Paul*  
Management  
*Adviser: John D. Ela, M.A.*

**R.E.B.E.L. Lighting**  
*Cullen Barnes, Paul*  
Management  
*Jonathan W. Mantia, Paul*  
Finance and Management  
*Cameron R. Walsh, Paul*  
Finance and Management  
*Adviser: John D. Ela, M.A.*
SnowTech
Garrett R. Marchand, Paul
Management
Nathan J. Pitoniak, Paul
Finance and Management
Adviser: John D. Ela, M.A.

SwiftGift
David J. DeDonato, Paul
Finance and Management
Cameron P. Higgins, Paul
Management
Christopher R. Lang, Paul
Management and Marketing
Adviser: John D. Ela, M.A.

The EzKey
Johnathan A. Martin, Paul
Marketing and Management
Adam D. Shea, Paul
Finance and Management
Adviser: John D. Ela, M.A.

The Unwrapped Market
Rachel M. Cardarelli, Paul
ISBA and Management
Marion M. Harrington, Paul
Management and Finance
Sarah L. Wiggins, Paul
Management
Adviser: John D. Ela, M.A.

Toasty Poles
Emily L. Fisher, Paul
Management
Joseph Hamilton, Paul
Finance and Management
Justin T. Verdone, Paul
Management
Adviser: John D. Ela, M.A.

Trash to Cash: A New Way to Recycle
Michael J. Deris, Paul
Marketing and Management
Rebecca J. Hall, Paul
Marketing and Management
Paul A. Kennedy, Paul
Finance
Brian D. Shea, Paul
Management
Adviser: John D. Ela, M.A.

Understudy - Connecting US Schools with Qualified Substitute Teachers
Benjamin D.A. Belanger, Paul
Information Systems Management and Management
Advisers:
Robert A. Gough, Jr., Ph.D.
Doug Henderson, M.B.A.
PAUL J. HOLLOWAY PRIZE
INNOVATION-TO-MARKET COMPETITION

NELSON POSTER COMPETITION

JUDGES

PAUL BAMFORD, Independent Insurance Agent, Fife/AllKane Insurance Agency, United Underwriters, Inc.

MATT COOKSON, President and Founder/Cookson Strategies Corp., Executive Director/NH High Tech Council

STEVE CURTIS, Owner, Curtis Associates

WARREN DANIEL, Seacoast NH Regional Director, NH Small Business Development Center

DAVE EMANUEL, Vice President, Emanuel Engineering, Inc.

DJ HASKINS, Director of Business Development, MicroArts Creative Agency

LISA KESLAR, VP Marketing, Wentworth Technology

CATHERINE MAZUR, Marketing Professional

SHEILA MCDONOUGH, Business Manager, Socha Companies

JANIS REAMS, Vice President of Commercial Lending, People’s United Bank

LORI TAYLOR, Campaign Manager, The Leukemia & Lymphoma Society
Paul J. Holloway Prize
Innovation-to-Market Competition

Charles & Miriam Nelson Poster Competition
Wednesday - April 22, 2015

Established with a gift from Charles & Miriam Nelson, this poster competition gives students an opportunity to showcase their research into entrepreneurship. Students present a poster and a three minute oral presentation to two separate teams of judges comprised of representatives from business and industry. Judges have up to three minutes to ask follow-up questions.

Bud Albin Challenge
Friday - April 24, 2015

In the Bud Albin Challenge, created through a generous gift from Harold C. “Bud” Albin, students vie for one of six spaces in the Holloway Prize Innovation-to-Market Competition championship round. Teams have 10 minutes to present their business concepts to a panel of judges comprised of representatives from business and industry followed by 15 minutes of Q&A with the judges.
The Paul J. Holloway Prize Innovation-to-Market Competition honors the student teams submitting the best strategies for starting, acquiring, or expanding a business venture. Now in its 27th year, the competition leads to the presentation of awards to the winning teams and the runners-up for plans that demonstrate significant opportunities for innovation and growth, capital gain, and the potential for implementation.

Holloway’s wife Anna Grace, son Scott, and daughter Debra established the competition to honor his achievements and contributions to the educational and business communities throughout the region and to stimulate, recognize, and reward the entrepreneurial spirit that is so evident in his own career.
The Undergraduate Research Conference (URC) is a celebration of academic excellence at the University of New Hampshire. In 2015, the URC celebrates its 16th year during a two-week long symposium, running April 10-25. Over 1,350 undergraduate students mentored by more than 325 faculty advisors will present at the URC. The presentations showcase the results of their scholarly, engaged, and creative research in professional and artistic venues at both campuses (Durham and Manchester), making the UNH URC one of the largest conferences of its kind in the country.

The Peter T. Paul College of Business and Economics provides students the opportunity to participate in exciting research at this annual URC. Through original research and valuable guidance from mentors, this event helps students gain deeper academic knowledge as well as professional experience. This Paul College URC event includes poster presentations, oral presentations, and feedback from University and business leaders.