

# Entrepreneurship



*Left to Right: Tommy LaVelle, Mary Stankiewicz, Caitlin Gorie, Jim Bartlett, Alyse Viggiano*

October, 2009

Jim Bartlett, a member of the John Carroll Entrepreneurs Association had dinner tonight at Pizzazz with students from the Entrepreneurs' House (Alyse Viggiano), members of the 2009 *Immersion Week* team (Caitlin Gorie & Chris Romeo), a member of *Reality Bridge* (Tom Lavelle), and a leader of S.I.F.E. (Mary Stankiewicz).

Jim, who graduated from the United States Naval Academy and the University of Chicago, recounted his trip from the Navy to Graduate School to large company to start-up. Jim's company, [X Protective Sports](#), sells protective gear to snowboarders, motocross, and roller skating enthusiasts. With clicks rather than bricks, Jim distributes exclusively through the Internet. Jim led an interesting discussion about the commercial use of the Internet. Many students see the Internet as the channel of choice, but few people understand it like Jim does. The lucky students at Jim's dinner now have a much better understanding of the real power of the Internet and how to harness it.

This was a great opportunity to learn from an EA member who could really answer their questions and start them thinking about where they might be one day. Thank you Jim for sharing your hard won lessons with these fortunate student entrepreneurs.