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Business After Hours at City Campus

July 2, 2014

The City Campus of Georgia Southern University hosted Business After Hours on Thursday, June 19, continuing the annual tradition begun with the venue's grand opening in 2011. The event was jointly sponsored by the Downtown Statesboro Development Authority and the College of Business.

More than 100 people attended the event in the future FabLab space. This year, City Campus decided to provide a sample of what the space will soon offer our community. Andrew Michaud, lab coordinator for the Georgia Southern Department of Electrical Engineering, was gracious enough to bring and set up a MakerBot 3D printer from the Georgia Southern Electrical Engineering lab. The MakerBot was busy printing 3D logos and stands during the event, producing an approximately 2"x2" plastic square logo every 45 minutes.

Chris Schier from Technical Training Aids in Atlanta made the trip to show off several prototypes made by 3D printers. Schier displayed everything from trailer hitches to salt shakers and moving gear puzzles to a working hair dryer.

Eagle Motorsports, led by Spencer Harp, displayed one of its SEA formula cars built by Georgia Southern mechanical engineering students. The students work hard to research, design, manufacture, and race the formula car as well as a baja vehicle. City Campus was very excited and fortunate to have these talented students show off their hard work and Georgia Southern's racing team.

Business After Hours was also an opportunity for a couple of student incubator clients to share their business ideas. Rachel Paule shared her vision and team's work on their product, a fashion app called Sweater Weather. The goal is for the mobile app to be users' first choice for determining the best outfit to wear based upon weather, type of event, and availability. Go Local innovator Jonathan Chambers invited attendees to join his team's vision for connecting the community and college through a local events mobile app. Go Local is working to find a better way to connect users with upcoming events and their locations in smaller markets.

City Campus also partnered with Maven Makers to highlight some innovative maker workshops held in Savannah. In one such workshop, kits were used to help makers create solar phone chargers from Altoid mint tins. City Campus looks forward to a continued partnership with Maven Makers to bring other fun maker events to the FabLab.

Allen C. Amason, dean of the College of Business, was asked by Dominique Halaby, director, to "drum" up interest around what City Campus is doing. The dean took his seat at the drum set on stage, showing that running a business successfully is a lot like playing the drums well. He started with drumming basics, moving onto piecing the basics together into rhythms, displaying that discernible patterns create recognizable value. Finally, he displayed that these patterns are neither good nor bad in their own right but are measured by their application to the benefit of others. The value is not the drum solo itself from Tom Sawyer by Rush but how this solo fits in with the rest of the song. The key to business is how the new idea benefits customers and fits in with their lifestyles.

Director Dominique Halaby expressed his appreciation for the community's support and great attendance. "We are excited to have this opportunity to share with you the future of the City Campus

downtown. We look forward to working with area innovators and entrepreneurs to bring BIG ideas to life in Statesboro.”