

HISTORY IN THE MAKING: FIRST FEMALE TO WIN BUSINESS PLAN COMPETITION

By KEONA PRUDE

For the first time in NSU history, a female won the Ernest M. Hodge Center for Entrepreneurship Business Plan Competition, which is held annually to motivate and produce excellent entrepreneurs.

The finalists, Nicole St. Ann, senior early childhood education major and James Brown, senior entrepreneurship major, presented their plans to a panel of judges.

After careful consideration, St. Ann was selected as the first place winner, receiving \$2,000 to start her own small business venture.

St. Ann took the win with pride and shock.

"The fact that I even made history at NSU as the first black woman to win this annual business plan competition is beyond words," she said said.

Loosely titled "United Military First Family Agency," St. Ann's plan is a long-term, but temporary in-home guardian and childcare program for military families.



Nicole St. Ann is the first female to win the Ernest M. Hodge Center for Entrepreneurship Business Plan Competition. Credit: Sherrel Malone

The program would "alleviate the childcare crises within the military community by providing a more flexible, long-term, and safer option for military parents whose family care plan are unstable," St. Ann said.

St. Ann developed the plan as she had issues with being in the army and need

for childcare

has won this competition in the past since, statistically, female business majors often out-number males as students in HBCUs.

Junior marketing major Cecily Houston said, "We feel we need to get more behind our name because men don't have to work as hard to work in business."

Showing no signs of slowing down, St. Ann continues to work hard as well as she puts her plan to action.

"My plan is to keep moving forward until I perfect my business plan and make it into a reality," St. Ann said. "I am calling all faculty and staff of the NSU Entrepreneurship Dept. and Business Dept. to help make my dream to become a reality."

