



Sedler Xavier Center for Experiential Learning (XCEL) in Business

January 2025 Newsletter

Sedler XCEL is where students discover relevant real-world business experiences that complement and amplify classroom learning. We are experiential learning in action!



Our Ventures



Sedler XCEL

The Sedler Xavier Center for Experiential Learning offers Xavier students practical, real-world business experiences that complement their academic learnings. Since its post-COVID relaunch in 2022, the Center has become fully student-run, and in the last 18

months has spun up two student-run businesses, Xavier Element and Better Blend Xavier (BBX). Notably, the Sedler Center is entirely student-led and student-run, supported by a small team of staff and faculty from the Williams College of Business.

We bridge the gap between classroom theory and real-world application by bringing the business world directly into Xavier, while also offering students opportunities to step off campus and fully immerse themselves in diverse business environments. Through carefully curated local and out-of-town company visits, students engage in hands-on learning experiences that directly complement their academic curriculum. These experiential learning opportunities enable students to apply the skills and knowledge gained in the classroom to real-world scenarios. This not only enhances their understanding of key business concepts but also equips them with practical tools to improve their career outcomes. By participating in these activities, students develop a deeper appreciation for business practices and build valuable networks, ultimately setting them up for success as they enter the next chapter of their lives after Xavier. The Sedler Center is truly next-level experiential learning, offering a transformative experience that prepares students for success beyond graduation.



Student Testimonial

"This past fall I was glad be selected to travel to Charlotte. Here we visited Goosehead Insurance and learned about the importance of embracing failure and doing so with leadership that will help you understand and grow from the failure. We also visited Hustle House where I took away the value of saying yes to a new opportunity even if you think you are unprepared. It drove me to step out of my comfort zone, reach out to more of my connections, and talk with them. This trip was invaluable, and I am grateful to have had the opportunity!"

Ben Abbamonte, Class of 2027



Fall 2024 Semester

In just a short 18-week semester, we have been able to provide students with a wide variety of ways to get involved and build their networks and experiences - beyond the classroom. We had over 200 student engagements from our classroom integrations, which allowed us to spread the mission of Sedler in an even more accessible way- directly in the classroom! Additionally, the Sedler Team worked primarily on operationalizing our processes to ensure smooth transitions and cultivation of team growth. These operations allowed for more efficient hiring processes as well as overall team organization and more student engagements.

**Connect with
Sedler XCEL!**



**Connect with
Xavier Element!**



**Connect with
BBX!**



Stay notified about upcoming events by joining our mailing list!



P&G Shadow Day

A group of Xavier University business students had the extraordinary opportunity to participate in a shadow day at Procter & Gamble, a global leader in consumer products. This immersive experience allowed students to engage directly with P&G professionals across diverse roles, gaining first-hand insights into the dynamic world of business and innovation.

The day included enlightening discussions on career development, leadership, and navigating the evolving industry landscape. Students were particularly inspired by the speakers who shared their personal career journeys and actionable advice for succeeding in today's competitive environment. From learning about cutting-edge strategies to understanding the importance of fostering a collaborative workplace culture, the experience broadened students' perspectives on what it takes to thrive in a corporate setting.

We extend our heartfelt gratitude to the P&G team for their generosity, mentorship, and commitment to shaping the next generation of business leaders. The



lessons and inspiration shared during the shadow day will undoubtedly leave a lasting impact on our students as they embark on their professional journeys.

Flyer Enterprises

Our student leads had the unique opportunity to visit the University of Dayton and learn about Flyer Enterprises, Dayton's overarching hub for student-run businesses. Flyer Enterprises launched in 2000 and now encompasses 11 distinct enterprises and employs over 250 student employees, making it one of the largest student-run organizations in the nation.

During the visit, our students explored the operational and leadership frameworks that drive Flyer Enterprises' success. They gained valuable insights into how student-run businesses function, the challenges they face, and the innovative solutions implemented to overcome them. The experience highlighted the importance of entrepreneurship, teamwork, and adaptability in running successful ventures.

We extend our sincere thanks to Flyer Enterprises for hosting our students and providing such an enriching learning experience. The visit offered a glimpse into the power of student-driven initiatives and inspired our students to think about how we might apply implement some of these ideas to improve the Xavier student experience.



Experiential Learning in Action: Charlotte, North Carolina

We took 24 students to Charlotte, North Carolina, for our annual fall trip, and it was a resounding success! Over the course of a packed weekend, we visited **six** companies

and engaged in numerous learning opportunities.

We arrived in Charlotte on Thursday afternoon and kicked off our trip with a visit to **Goosehead Insurance Agency**. Students learned about leadership and embracing failure as a pathway to growth. The panel discussion provided valuable insights into insurance sales and the importance of networking.



We started on Friday with a visit to **Bank of America**, where students honed their presentation skills and gained a deeper understanding of credit card technology and treasury solutions. We then headed to **Ally**, where we explored how their innovative strategies have positioned them as a successful digital financial company. Next, we visited **Metrolina Greenhouses Inc.**, where students toured an impressive facility housing over 200 acres of greenhouses dedicated to growing flowers. The discussion focused on the complexities of operating a family-run business. We ended the day with dinner at **Vinyl**, a vibrant new restaurant in downtown Charlotte. The owner and general manager shared their journey of starting and maintaining a successful restaurant, offering insights into the daily operations and challenges of the industry.

On Saturday, our students started the day bright and early with a high-intensity interval training (HIIT) class at **Hustle House Fitness Gym**. After the workout, we participated in a Q&A session with **Derrick Brown**, a co-owner of the gym and a Xavier basketball alumnus. Derrick and his team emphasized the value of saying yes to new opportunities, even when they seem daunting. We also enjoyed a healthy meal at **Salata**, another of Derrick's ventures.

We returned home on Sunday morning, reflecting on an incredible weekend filled with learning and inspiration. The trip offered students invaluable lessons in leadership, innovation, and perseverance, which they can carry forward into their academic and professional careers. Thank you to all the companies and individuals who made this trip such a memorable and impactful experience. If you missed out, be sure to keep an eye out for future events and trips!



Trip Takeaways & Student Testimonials

"[I] learned valuable insights about taking risks, accepting failure, and how to find what you value as a person individually and in the professional world. I look forward to continuing to be able to apply what I learned on this trip in my educational, professional, and

personal aspects of my life."

Anne Gibboney, Class of 2026



"I continue to carry the advice I received into both my professional and personal life. This trip was a wonderful opportunity to grow and I am so grateful I was able to attend."

Rhys Staples, Class of 2027



Xavier Element

Student-Led, Student-Run Digital Marketing Agency & Consultancy



Element Updates

On January 9th, 2023, Xavier Element was co-founded by driven marketing students [Parker Bont](#) and [Maggie Pryor](#) (now employed at Kroger and Kenvue, respectively), with the guidance and support of Executive Director Ann Mooney. However, as anyone could witness at Xavier Element's second-anniversary celebration, Element is a far cry from the small operation it used to be. With 32 active consultants (including 17 marketing consultants, 8 creative consultants, and our 7-person leadership team), Element celebrated an unbelievably fruitful first two years! A full 13,000+ accounts were reached, a 163% increase in engagement, and a 5+% increase in followers across Meta socials in 2024, Element had much to celebrate at our 2nd-anniversary celebration. Consultants were rewarded for their efforts with free Better Blend bowls, setting the center ablaze with excitement as superlatives of all sorts were handed out for our consultants' tireless efforts to meet their client's needs, grow their businesses, and drive results.

Additionally, the celebration was led by President [Will Postler](#) (Senior) and Marketing Lead [Kyla McWhorter](#) (Junior) stating their expectations of professionalism and timeliness for their consultants were to remain unchanged so consultants could continue to provide exceptional marketing and creative services to all clients. Furthermore, the pair announced the leadership team for Element's third year of operations. Kyla was announced as Element's new President, [Keith Miller](#) (Junior) ascended to Kyla's previous position of Marketing Lead, and [Tyler Bush](#) (Sophomore) and [Maddie DuMais](#) (Junior) were promoted to the newly created role(s) of Marketing Strategist in an effort to give both consultants and their clients more individualized oversight. 68 total consultants hired, 60 clients serviced, and over \$112,000 paid in wages to our student consultants since our inception, Xavier Element has never been more well-equipped to service our clients with our hand-picked, cream of the crop students!

The future is bright for Xavier Element, and our team of student consultants is brighter than ever and ready to service our clients for many more years to come!

Consultant Award:

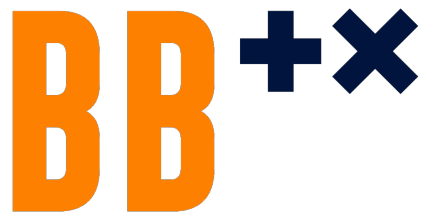


Xavier Element had much to celebrate at our 2nd-anniversary celebration. Consultants were rewarded for their efforts of the past year with free Better Blend Bowls, setting the center ablaze with excitement as superlatives of all sorts were handed out for our consultants' tireless efforts to see to their client's every need. Superlative winners (pictured from left to right) included **Patrick Kayes** (Junior) and **Clare McKinley** (Junior) for "Best Dynamic Duo", **Matthew David** (Sophomore) for "Next Up Consultant", **Ashley King** (Senior) for "Best Marketing Campaign", **Grace Romer** for "Best Creative Design", Tyler Bush (Sophomore) for both "Best Marketing Campaign" and "Most Energetic Consultant", **Denny Geeding** (Junior) for "Most Patient Client Team", and Morgan Kuehl (Senior) for "Biggest Girl Boss" 68 total consultants hired, 60 clients serviced, and over \$112,000 paid in wages to our employees since our inception, Xavier Element has never been more well-equipped to service our clients with our hand-picked cream of the crop students. The future is bright for Xavier Element, and our team of consultants is brighter than ever and ready to service our clients for many more years to come!

Element Client Highlight



Tri Health Cosmetics Jacqueline Love and Dr. Jamie Welshans are Element's newest Clients! Dr. Jamie Welshans is also working with us to promote her personal brand as a cosmetic surgeon as well as her own practice Releve! Excited for further collaboration with both organizations.



Student-Led, Student-Run Smoothie & Acai Shop



BBX is the latest initiative from Xavier's Sedler Center for Experiential Learning, which has launched multiple student-led ventures since 2022.

BBX is a new student-led healthy food venture at Xavier University, launched in partnership with Better Blend and opened its doors August 19th 2024. This innovative operation offers students hands-on experience in running a business, embodying Xavier's commitment to advancing student success by inspiring innovation, experiential learning, and entrepreneurship.

BBX provides Xavier students with a unique opportunity to manage a business without the financial risk inherently associated with franchise ownership. BBX launched in mid-August with the start of the Fall 2024 semester under the leadership of Co-Student GMs, **Jackson Fry** and **Caleb Smith**. Caleb and Jackson handled every aspect of the BBX launch - including hiring and training 18 student team members in less than 2 weeks – as well as ongoing day-to-day operations. Notably, BBX is dramatically outpacing Better Blend corporate sales forecasts – BBX is performing at 150% above plan and trending toward ~\$20K profit to Xavier University's Sedler Center. Sedler Center Executive Director Ann Mooney played a key role in partnering with Better Blend CEO Isaac Hamlin and Franchisee Britt Grubb to bring this project to life. This collaboration is nothing short of remarkable, as BBX was launched in under 16 months from idea to launch. The launch showcases a collective effort across various university departments, underscoring Xavier's dedication to enhancing student experiences and fostering entrepreneurial success.

Due to the launch of BBX, Caleb & Jackson were recognized by the Cincinnati Business Courier on the 2024 INNO 5 Under 25 list, and were pictured on the front page and featured in a full-page article detailing their efforts on the BBX Launch.



Student Testimonial

"Better Blend Xavier is not just about serving healthy food—it's about hands-on learning, entrepreneurship, and embodying Xavier's mission to inspire innovation and student success."

Billy Jerse, Class of 2025

BBX Now Offers On-Campus Catering

Better Blend Xavier now offers catering for on-campus organizations. Contact us below with any inquiries!

[Contact us with your Catering Inquiries](#)



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