

Reading CollegeTowne: Powered by O'Pake



**Alvernia
University**

Alvernia's best and brightest students receive real-world experience while providing valuable services and support to business incubator clients.

What does it mean to be Powered by O'Pake? Alvernia University's O'Pake Institute for Economic Development and Entrepreneurship is a change agent for the economic and entrepreneurial outlook of Reading. The O'Pake Institute acts as a catalyst for economic and organizational growth by mentoring businesses through a student-powered approach, and actively partnering with other economic development drivers.

The O'Pake Institute's Business Incubator services entrepreneurs and small businesses through an integrated network of students, staff, mentors and partners. The Institute provides clients the services and support needed to launch and grow their ventures. Currently, O'Pake serves 15 for-profit and nonprofit businesses in the areas of business planning, business development, communications, branding, funding, social media marketing, public relations, research, strategic planning, website design and intellectual property management.



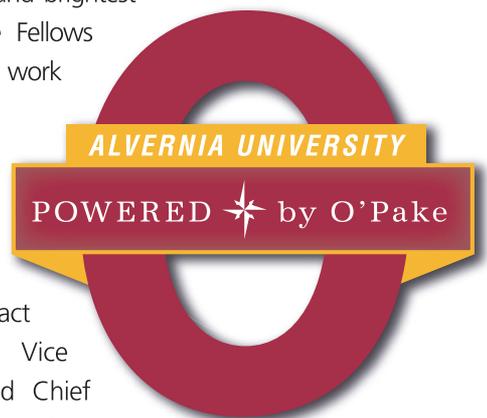
Dr. Rodney Ridley, Alvernia's Vice President, Associate Provost and COO of the O'Pake Institute for Economic Development and Entrepreneurship, with Fellows in downtown Reading.



Alvernia President John R. Loyack and Vice President, Associate Provost and COO of the O'Pake Institute Rodney Ridley announce O'Pake shift to economic development and entrepreneurship.

The service model uniquely centers around a student-powered approach as O'Pake recruits Alvernia's best and brightest students to work in the O'Pake Fellows Program. At this time, 15 fellows work hands-on with clients, receive real-world experiential learning opportunities and provide quality services to local businesses.

Businesses interested in being Powered by O'Pake, can contact Dr. Rodney Ridley, Alvernia's Vice President, Associate Provost and Chief Operating Officer for the O'Pake Institute at rodney.ridley@alvernia.edu or Michelle R. Lehman, MBA, Director of Student and Client Services at Michelle.lehman@alvernia.edu.



www.alvernia.edu/opake