

## Emphasizing Entrepreneurship

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### Recommended Citation

Byker, Mike (2022) "Emphasizing Entrepreneurship," *The Voice*: Vol. 67: Iss. 2, Article 6.

Available at: <https://digitalcollections.dordt.edu/voice/vol67/iss2/6>

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# EMPHASIZING ENTREPRENEURSHIP

Since the K&K Dooyema Center for Entrepreneurship and Innovation launched program offerings last fall, more than 25 students have declared either an entrepreneurship minor or emphasis.

Two of those students are Dordt athletes who already run their own businesses. The program offers a minor or an emphasis, and both Payton Oostenink—a junior from Hull, Iowa—and Ella Veldkamp—a freshman from Edgerton, Minnesota—are pursuing the emphasis.

Oostenink, a member of the Dordt dance team, operates Potter and Clay Interiors in Northwest Iowa. She does anything from room renovations to furniture restoration to decorating.

"I love to see a space and think about what to do with it. I also love to see a space before a project and then see it completed," says Oostenink.

Veldkamp, a member of the basketball and track programs, has a videography business called Terracotta Films, which focuses on weddings and events. It started when she acquired a GoPro camera in middle school; she took the camera on vacations and trips to record memories.

"Later on, one of my sister's friends was planning her wedding and hired me to film it," Veldkamp says. "After doing a couple more weddings, I began the process of legally making my own

business. I put up a website and started an Instagram page for it." Veldkamp now has more than 1,000 followers on Instagram and does wedding and other shoots around the Midwest. She decided that an entrepreneurship emphasis would help her grow as a business owner.

"I'm excited to dive deeper into entrepreneurship classes so I can better understand what it takes to own a business while also learning more of the 'behind the scenes' work that most people don't think about when it comes to being an entrepreneur," says Veldkamp. "I'm also glad to

be in a classroom with people that are likeminded entrepreneurs to converse and share ideas with!"

Another benefit for Veldkamp and her fellow students is connections to people already working in the students' dream careers.

"I'm excited to work with and learn from someone doing interior design," says Oostenink.

These connections help students move their ideas forward as they develop their plans and find out if their ideas are realistic.

When students have an idea for a product or service, the Dooyema Center team uses a specific business plan template to help students uncover where they are in the planning process and what still needs to be considered. Center staff assist students in the continued evolution of their product or service and guide them into the appropriate courses that could help them in their pursuit.

While neither Oostenink nor Veldkamp have direct tie-ins to athletic business ventures, Oostenink says she finds her athletic training helpful as she anticipates her life post-graduation.

"I'm a creative person—that's what has drawn me to dance. But there's also a process to it; there's lots of practice and discipline that I think will help me when I own my own business," says Oostenink.

Veldkamp says that balancing school, athletics, videography, and a social life is a challenge. "But I'm thankful I decided to do sports in college because I've met so many new people, and it has opened doors of opportunity for me as a videographer through connections I have made as a student-athlete. I've learned to manage my time well as well as figure out how to balance priorities." That, she believes, is a lesson that will serve her well as an entrepreneur.

MIKE BYKER ('92)



FACEBOOK.COM/TERRACOTTAFILMS



FACEBOOK.COM/POTTERCLAYCO

Payton Oostenink runs a small interior decorating business that helps to add style and unique details to room renovations.

**"A lot of people think that because I own a business already, that I know everything about being an entrepreneur, but that's not the case," says Ella Veldkamp.**