



HUNTER

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Hunter College freshman Steven Gordon shows President Obama his winning new business idea, a tattoo ID, during a meeting with the student finalists of the NYTE National Youth Entrepreneurship Challenge in the Oval Office. Page 3

Official White House Photo by Pete Souza



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Hunter Freshman Gives Obama a Tattoo



Official White House Photo by Pete Souza

▲ Steven Gordon is all smiles as the president checks out his design.

Thanks to Hunter College freshman Steven Gordon, Barack Obama will never have to worry about finding his way home. That's because on October 12, Gordon presented the president with a tattoo reading, "My Name is B. O. If I'm lost, please call the White House."

Gordon's gift was a sample product of his new business, TattooID (pronounced tattoo-eeed), for which he won the inaugural Network for Teaching Entrepreneurship (NFTE) Elevator Pitch challenge. Meeting President Obama in the Oval Office, along with three other NFTE contest winners, was part of the prize, which also included \$2,500 and two round-trip plane tickets to Washington.

"Once I saw him in person, I felt like I was on cloud nine, just out of this world," said Gordon. "The day before I was riding the train home to Brooklyn, and now I was about to meet with the president."

Gordon conceived of TattooID after a few scary experiences babysitting his four-year-old brother, who had a tendency to wander off as soon as no one was looking. "It would just send me into a panic," said Gordon. "So I began thinking of how you could make safety fun." His solution: fun, safe temporary tattoos that display the child's initials and contact information. "I thought of temporary tattoos because I loved them a lot as a kid, and my brother does too."

The project developed through Gordon's participation in an NFTE summer program at Columbia University, where he met successful entrepreneurs and learned the basics of starting a business. At the end of the two-week program, he won the competition for the best business plan, earning \$1,000 and the means to put the plan into action. After further developing his business model, he entered and won the Elevator Pitch Challenge, in which competitors post 30-second video pitches online and the public votes on its favorite.

Gordon hopes to keep winning prizes to help fund this business, as well as a nursing practice he plans to start with his mother, a nurse who earned both her undergraduate and graduate degrees at Hunter. But he doubts that any prize will compare with the "surreal" experience of exchanging gifts with Obama.

"He gave us a pen, a little coin, and presidential M&Ms on our way out. Probably never going to eat those."



▲ Ellen Murray (left) with the show's host, Meredith Vieira.

Meet Ellen Murray: graduate student in Hunter's urban affairs program, research assistant at the Roosevelt House Public Policy Institute – and winning contestant on "Who Wants to Be a Millionaire." Murray appeared on the popular quiz show on November 8 and 9 and walked away with \$12,500 in prize money.

The idea of auditioning for the

program came from a friend. But the decision did not come easily to Murray, who is, by her own description, "a shy person." She decided to go ahead as a confidence-building measure – "I wanted to prove I wouldn't faint" – and because her boyfriend, Justin Strachan, a Hunter graduate student in history, promised he would match her courage by skydiving with her despite his fear of heights.

Hunter Student is Winner on "Millionaire"

"Millionaire" is unusual among quiz programs because contestants appear alone rather than in competition against others and are given the question before they decide whether to go on. The questions are chosen randomly from a variety of fields, so winning the top prize of \$1 million is extremely difficult.

Murray got her first question right – she had to identify the source of the lyric "Summer fling, don't mean a thing" – giving her \$25,000 in the bank. (The answer is the movie musical "Grease.") But confronted with a sequence of daunting questions – what is the latest speculation about the cause of Mozart's death, what is a snack food popularized by Howard Cosell, and what was NASA looking for when it crashed two rockets into the moon? – she wisely opted to play it safe and take

half her \$25,000 in prize money home. (The answers are strep throat, Nachos, water).

Murray, 24, earned her BA at NYU in an honors program that allowed her to design her own major, which she describes as a study of the human condition. In her graduate studies in urban affairs she is concentrating on two fields, education and food policy. After graduating, she plans to work as a policy analyst in one of the fields, with the goal of helping to narrow the income gap between the world's rich and poor. Meanwhile, her work at Roosevelt House includes conducting research, coordinating programs and helping to curate exhibits in the library.

The skydiving expedition with her boyfriend is tentatively planned for the spring.