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Division of
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ADVANCEMENT

et al.: Nicecream dream

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Marketing major and biology minor Sandra Tran ('12) is founder and owner of Nicecream Factory in Washington, D.C., with Gilbert Welsford ('12). Tran's entrepreneurial spirit started as an undergraduate when she established JMU Teach and Madison Advising Peers.

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Nicecream dream

When **Sandra Tran ('12)** completed a successful undergraduate internship at Duke University Hospital in 2010, the university market changed their internship to incorporate Tran's entrepreneurial experience. At JMU, Tran used her undergraduate experience as a marketing and biology minor to redefine personal leadership, hone organizational skills, and embrace an entrepreneurial spirit. In 2009, Tran and Dan [Name] initiated JMU Teach, an experimental program that allows students to propose, initiate and facilitate their own classes to create a more meaningful Madison Experience. That same academic year, Tran also founded Madison Advising Peers, a program in which undergraduates counsel peers who are planning their JMU courses and student life experiences.

'Sandra is not someone who bears a title idly, or even needs a title to want the organization she is affiliated with to succeed.'

— **KEITH W. ZIRKLE ('13)**, statistics major, biology minor, Safe Rides financial director; and current VCU graduate student

Tran volunteered with SafeRides, a student-run nonprofit organization that aims to prevent students from driving under the influence. She served as the financial director and was soon elected to executive director. During her first year, Tran led a four-person JMU Teach Executive Board and a five-person advisory board for SafeRides, simultaneously. Under her leadership, SafeRides Inc., won JMU's Outstanding Student Organization of the Year. After graduation, Tran continued on the entrepreneurial path and founded the Nicecream Factory in the Washington, D.C., metro area. Her company uses local farmer's market fresh ingredients and freezes ice cream on the spot with liquid nitrogen. Tran's mission is to change the way people eat dessert, specifically delicious gourmet ice cream. Along with classmate **Gilbert Welsford ('12)**, Tran's passion for starting a business and her love for food have become a merging success.

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