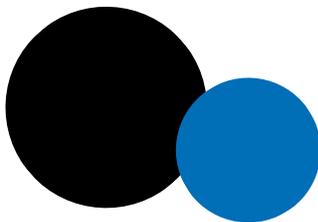


STUDENTS SPEAK TO JILLIAN CORN & HUNTER LONG



The Hogan Entrepreneurial and Leadership Program had the honor of hosting Jill Corn and Hunter Long, Co-Founders of Keep It Simple. For an inspiring guest speaker session where students heard how a single text—“Hey, do you want to start a zero-waste store?”—sparked a business that changed their lives. Over the past five years and across four locations, what began as a shared goal between roommates to reduce plastic waste has grown into a thriving space dedicated to sustainability. Jill and Hunter shared valuable lessons on the importance of branding, learning by doing, listening to customers, and maintaining strong customer service, while also speaking honestly about challenges they faced with locations, leasing, and ambiance. Fueled by their passion and perseverance as “two crazy girls with a dream to be sustainable,” they pushed through obstacles, opened doors through sheer determination, and reminded students to keep trying new things, avoid overthinking, stay accountable, remain aware of market trends, and listen closely to their community—giving Hogan students a powerful crash course in the realities of entrepreneurship.



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