

# YOUNG OBSERVER

## Get the 'Juice'



(Observer screengrabs) Dominick Welte, 19, who attends St. Bridget Parish in Loves Park with his family, plays two roles in one of his Catholic Juice YouTube videos, "Catholic Saints, Holy Powers: Episode 2 - Saint Padre Pio."

By Sharon Boehlefeld | Features Editor

When Dominick Welte let himself get talked into a couple of business classes in high school, he relied on his faith to get him through some assignments.

After finishing the basic business course at Hononegah High School, he let his business teacher, Jason Brunke, persuade him to enroll in an entrepreneurship course.

He said he "was a little nervous about starting a Catholic business in a public school. Some of my peers didn't understand where I was coming from, but after a while everyone was really supportive."

An incubator program used nationwide in schools, the class involves planning and pitching a business to a board of investors. Welte got his initial investment that way.

The challenge, he explained, was to identify a common problem and devise a solution in the form of a business.

His idea came partly from a gift.

"I received a box in the mail from my great aunt. ... It was filled with a lot of Catholic stuff. It was mostly books, like Catholic books, and prayer cards. She sent me a couple of chaplets my great-great-grandma had, (and) miraculous medals."



French Fry Clyde and Captain Juice bring the "Juicy News" to YouTube. Viewers leave supportive comments (right).

### Where can you find Catholic Juice?

- Find the Catholic Juice Box and the Catholic Juice Swift at <https://www.catholicjuice.com/home>

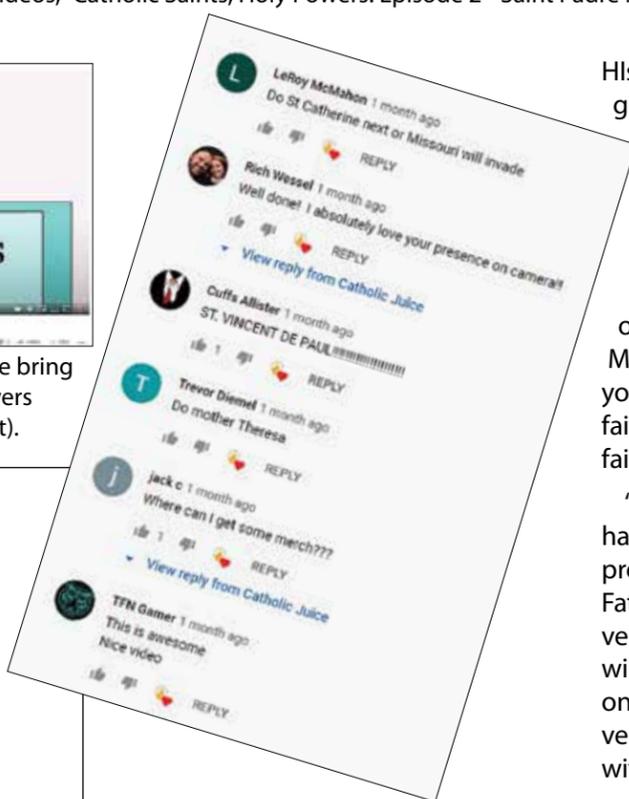
- Find the Catholic Juice YouTube channel at <https://www.youtube.com/channel/UCsmy2tAcmBwi35fH3K0E8tQ>

He was also inspired by family circumstances.

"A few of my family members are struggling with the faith," he said, but he wasn't sure how to turn his problem into a business. "So I prayed about it," he said.

As for the name, "That came shortly after I got the box. You know how juice kind of energizes you," he said.

In addition to the Catholic Juice Box,



he also developed the Catholic Juice Swift. It's an envelope with a letter, a prayer card, pocket rosary and a rosary guide.

His target for both products is "for practicing Catholics to buy and send to friends who may be struggling with their faith."

His goal right now is to send a box to all 50 states. So far, he's made it to 16.

He plans to keep his business running during the summer, but back off a bit when he starts college at Rockford University this fall.

Welte is the middle child of three boys. One brother is a student at Iowa State, and the other is a sophomore at Hononegah.

The family attends St. Bridget Parish in Loves Park where Welte is a third degree member of the Knights of Columbus.

He appreciates his family's support.



A Catholic Juice Box sample appears on the home page of the website.

His parents, David and Cynthia, have given him some ideas and helped in other ways.

And Father John McNamara, parochial vicar at St. Bridget, has helped him, too.

"I have worked with Dominick over the past year or so," Father McNamara said, "Dominick is a bright young man who loves his Catholic faith and he has a desire to share the faith with others."

"Overall it is a great idea and he has been working on improving the product and getting the word out," Father McNamara adds. "Dominick is very confident and trusting in God's will — some of the sale opportunities online or at our (parish) fish fry were very small, but he still moved forward with excitement."

Of his successful class and business launch, Welte says, "I'm really happy for the opportunities I've had, but at the end of the day ... it all comes from Him. I don't like to take too much credit for it."

In the meantime, he's been "keeping busy during exile," his mother said. "When Dominick was sent home to continue his final months of high school, he expanded his ministry to YouTube and began creating comedic videos teaching and celebrating saints in a unique way designed to interest his peers."

Welte said, "I made a lot of other kinds of videos. I started with animation, (then) advertisements. Some of my videos are about saints ... kind of spread devotion to them, to help people have more fun with their faith."

His target audience is young people. "I think my personality helps me to reach them a little better."

Overall, Welte says, "The most fun part is just seeing how it can impact other people. Before I started the business, I didn't think I could do that much on my own. ... A lot of times your actions can benefit (others) if you do the right thing."



(Photo provided) Dominick Welte created the Catholic Juice Box for an entrepreneurship class at Hononegah High School.