

July 15– 21, 2007

Summer 2007 Business Camp Report

Camp highlights in this report:

- Description of the camp, including purpose and recruitment process
- The Results-What Students Learn
- Student Quotes
- Hazel A. King Leadership Award Recipient
- A Special Thank You to the Sponsors of the Camp

2007 Camp Field Trip Locations:

- ADS Logistics, LLC in Portage, Indiana
- WVON radio station in Chicago, Illinois
- Uncle Joe's Restaurant in Chicago, Illinois

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HIGH SCHOOL STUDENTS FROM AROUND THE NATION ATTEND ENTREENUITY'S 3RD BUSINESS CAMP AT WHEATON COLLEGE

From California to Chicago to Michigan, African American and Latino high school students traveled to attend the Entreenuity 2007 Summer Business Camp at Wheaton College in Wheaton, Illinois. During January to May 2007, Entreenuity Program Coordinator, Tiffany Staley and Wheaton College Multicultural Admissions Counselor, Raashon Daniels, recruited at 50 locations, including Chicago Public Schools, churches, and non-profit organizations in Chicago and sent information about the camp to over 100 sites. The competition was fierce as approximately 300 students applied for 50 spots to attend the camp to learn how to start a business through Entreenuity's entrepreneurship curriculum and earn a \$500 stipend. The high school students were excited to spend an entire week this past July living in the dormitories on Wheaton's campus as college students— learning about entrepreneurship 24/7. The purpose of the camp is to provide an opportunity for minority students to receive

entrepreneurship education and training before they graduate high school. Many minority youth do not have the opportunity to learn about becoming a business owner at home, nor do they receive the training and experience at school; however many students are interested in owning a business as a way of employment, financial security for their family and a way to support their community. Entreenuity and Wheaton College partnered to fill this gap to provide students this valuable experience.



Entreenuity 2007 Business Camp at Wheaton College

The Results- What Students Learn at the Business Camp

Through a combination of Entreenuity's curriculum, business field trips, guest speakers, team-based business activities and simulation games, students learned the core components of business planning fundamentals and the necessity of incorporating biblical principles into all levels of business operations. During the camp, students were separated into teams that represent companies. Students chose the roles of CEO, CFO, Director of Marketing, Director of Sales, etc., and performed tasks specific to

these roles during the team-based activities. The major task that each company completed is to work together to utilize the lessons learned during class, to create a product, business plan and presentation. The complete business plan included establishing a company name, product, marketing plan, operations plan, sales strategy, and budget. The entire week culminated in a business plan contest, which was judged by professionals in the business field, and which rewarded the top business plans with prizes.



Company, "Genesis," with slogan, "For a Whole New You," presenting their product, which is soap designed for ethnic women, to a panel of judges. The business plan presented by Genesis tied for first place in the business plan contest, along with leather company, "Ra Taga Leather."

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Student Quotes



Kirklinn F. (left) and Jurnell T. (right) sit inside a truck at one of the field trip sites, ADS Logistics, which provides fully integrated logistics and supply chain solutions to the metals industry

"I enjoyed visiting the businesses during the field trips and being able to directly ask Ms. Spann-Cooper questions."

"The most memorable experience that I had was having hands on experience with our products. It gave me a real life teaching experience in the business world."

"The most memorable experience was staying up Friday until 3 am to finish our company business plan."

"I loved my group- working together and collaborating ideas. I loved the trip to ADS Logistics."



Rodney K. Sisco (left) - Director of the Office of Multicultural Development at Wheaton College and Brian Jenkins (right), President and Founder of Entrenuity



Students pose for a picture with Melody Spann-Cooper (first row, 4th from the left), owner of WVON in Chicago, during their field trip where they heard from Ms. Spann-Cooper about what it's like owning and operating a radio station

"I enjoyed everything about the camp. The classes were very informative. The instructors taught us while

entertaining us with jokes and games about business. I especially enjoyed the diversity of the speakers."

Winner of the 2007 Hazel A. King Leadership Award is Opal Dillard



Opal Dillard of Los Angeles, CA receiving the Hazel A. King Leadership Award at the Business Camp Awards Ceremony

Opal Dillard demonstrated leadership even before reaching the camp when she submitted an excellent application. One of the answers that stood out on her application was the state in which she is from - California. Some might ask why a student would want to travel across the nation to attend a camp. Opal's mother, Carol Davis, expressed that she felt the camp was so important for Opal to attend that she was willing to fly Opal from California to Chicago to give her

the opportunity this summer. She wanted Opal to have a faith-based perspective on business. Ms. Davis said, "I know about business and self employment and how ruthless the environment can be, and I want my daughter to know that you can be a good person and be in business-it's not one or the other, but both." Opal showed incredible leadership throughout the week as she motivated her peers as CEO of their jewelry company. Opal was quoted in the Wheaton Sun News-
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per regarding her thoughts about the camp. "This camp has taught me how to survive in the real world, how to live," she said. "I've acquired the knowledge to be financially aware of my surroundings. I didn't know how to make a business plan. I didn't know what residual income was, I didn't know what any of this was and, you know, I'm not getting any of this at home. And now I can go back to my school and help my peers."

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A Special Thanks to the Entrenuity 2007 Summer Business Camp Sponsors

We kindly want to thank the many individuals, companies and foundations that made the Entrenuity 2007 Summer Business Camp a huge success. Without you, 50 high school students would not have had the opportunity to learn about business this past summer. Your contribution to the camp and support of youth is tremendous!!!
THANK YOU!!!

