

Summer 2009

Summer 2009 Business Camp Report

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2009 Camp Field Trip Sites:

- The Black Farmers Market—Chicago, Illinois
- Seaway Bank & Trust—Chicago, Illinois
- Kingston's Jerk Chicken—Chicago Illinois
- Continental Motor Group—Hinsdale, Illinois

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HIGH SCHOOL STUDENTS ATTEND ENTRENUITY'S 5th ANNUAL SUMMER BUSINESS CAMP AT WHEATON COLLEGE FROM AROUND THE NATION



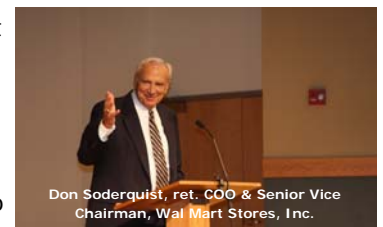
From New York to Los Angeles, and Atlanta to Detroit, 50 African American and Latino high school students traveled to attend the 5th Entreenuity Summer Business Camp hosted by Wheaton College in Wheaton, IL. With only 50 seats available, hundreds of students applied to attend the camp; leaving Entreenuity Program Coordinator, Tiffany Staley and Wheaton College Multicultural Admissions Counselor, Raashon Daniels, with tough decisions to make. Together Ms. Staley and Mr. Daniels recruited from January-May at over 35 schools, churches, after-

school programs, youth conferences and non-profit organizations informing students about this exceptional opportunity. Students selected to attend the camp spent 7 days living on Wheaton's campus, learning about entrepreneurship, experiencing college life, and so much more. The main focus of the camp is to expose/educate minority youth in how to start, own, and operate their own businesses using Entreenuity's entrepreneurship curriculum. Each student that successfully completed the camp earned a \$500 stipend in the form of a bank account. The camp allows students the opportunity to receive hands-on marketplace training prior to high school graduation. Unfortunately, the vast majority of youth, and an even larger number of minority youth do not have the opportunity to learn business skills while in school. In fact most high schools do not offer entrepreneurship education; nevertheless it is a road many students desire to travel either before, during or after high school but direction is needed. For some students business ownership provides a way of self employment, financial security, a way to help support and give back to their community and a viable means to encourage others.

A Call to Remain *Hopeful*

Students, their families, and guests of the Entreenuity's Awards ceremony were greeted with a rare opportunity to hear from one of our nation's foremost business experts, Mr. Don Soderquist, ret. COO and Senior Vice-Chairman of Wal-Mart Stores, Inc. Mr. Soderquist's keynote address motivated all in attendance to dream. It was under Soderquist's 20 years of leadership as COO that Wal-Mart experienced exponential growth and became the world's largest retailer.

His message was simple yet impactful, "Be a dream maker not a dream taker." Soderquist challenged the students to be the kind of person who makes dreams come true not a person who hinders or prevents others from pursuing their dreams. What is a dream maker? A dream maker is someone who chooses to serve others first, is positive about what they are doing, courageous, persistent, takes advantage of opportunities and above all else remains true to their values.



"Focus on your values if you want to be in business for the long haul," said Soderquist. He explained that Wal-Mart didn't become one of the world's largest corporations by striving to make the most profit or being the most prestigious. Instead Wal-Mart's focused on doing something good for other people.

Entrenuity 2009

Memorable Experiences



Left to right Deon P., Braulio F., Rosa B., Julion W., and Kenyatta D. working on producing their product while playing the simulation game.

"The most memorable experience at the camp was the field trips; I got a chance to network with a lot of brilliant people."



Left to right Oscar C., Luis T., and Ulises F., hanging out at the bowling alley.

"Working on our projects. Because we all got to meet new people and all worked together."

"This camp explained to me that I can do it. I can make it in this small world."



Precious H. and Sidney T. working on the production of their soap products.

"The field trips to different businesses and how the college life is, and just being able to experience this opportunity."



Left to right Shelia G., Lamar M., and Robert S., working on their business plan

Winners of the 2009 Hazel A. King Entrepreneurial Leadership Award

Each year two student leaders are identified by their peers and the staff of Entrenuity for their leadership during the week of camp. Students who demonstrate the ability to lead their team under the pressure of developing their product, managing the creation of the business plan, and ensuring all team members meet their goals and objectives. This year's winners, Shantavia Edwards & Robert Stein were selected to receive the HAK Entrepreneurial leadership award for meeting and exceeding the criteria. Shan-



Shantavia Edwards, New York, NY & Robert Stein, Chicago, IL

tavia, a senior in high school in New York City, plans to double major in Engineering and Psychology and use her new found entrepreneurial skills to establish her own

business in either field. Robert, also a senior, plans attend Wheaton College in the fall of 2010 and major in Business with a concentration in advertising. Robert claims, "Entrenuity was the best 6-days at a camp that I ever spent." Students like Shantavia and Robert are the future of America's business leadership. With their desire to serve others, commitments to ethical marketplace behaviors, along with goals to complete their education, they are the generation of "Dream Makers" as Don Soderquist described.



Students pose for a picture with John & Lisa Weinberger owners of Continental Auto Sports-Ferrari & Maserati.

"Staying up to finish the project and PowerPoint. It really taught me how to manage and direct as a CEO."

"I have met a lot of great people at this camp. I learned all about business and being an entrepreneur."

A Special Thanks to the Entrenuity 2009 Summer Business Camp Sponsors

We kindly want to thank the many individuals, companies and foundations that made the Entrenuity 2009 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!!!



2009 Sponsors

- Wheaton College
- The Soderquist Family Foundation
- The Fairwyn Fund
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