

YOUNG
ENTREPRENEURS
Academy

FOR KIDS WHO MEAN
BUSINESS



2015-2016

Young Entrepreneurs Academy Investor Report



What is YEA!

The Young Entrepreneurs Academy is a yearlong academic academy hosted by the Visalia and Tulare Chambers of Commerce that teaches core entrepreneurial skills to middle and high school students. Any student who has ever wanted to run their own business will take the steps necessary to launch a small business while participating in hands-on learning experiences in the YEA! program.

Throughout the year students brainstorm business ideas, write business plans, pitch their ideas to a panel of local investors and launch their business at a tradeshow event. Students have the opportunity to work with more than 50 business professionals as they navigate the waters of entrepreneurship. It is the support of the business community that has made the YEA! program successful and helped our students to realize their dream of creating, launching, and running their very own businesses before they graduate from high school.

2015-2016 YEA! Student Businesses





Carmen Gallegos is the CEO of Vepó and was awarded \$1,100.00 at the Investor Panel. Vepó designs reusable water bottles that are hard plastic and dishwasher safe. For every bottle sold Vepó donates 10% of the proceeds to United Way of Tulare County to help support drought relief efforts. Vepó is currently selling bottles in a newly-opened restaurant in Lemon Cove and at a kiosk at USA Printing and Graphics in Visalia. Vepó has teamed up with the La Joya Orchestra to sell bottles as a fundraiser and sold more than 50 bottles. Additionally 2 companies have asked to have their designs put on the bottles. At the Visalia Chamber of Commerce Business Member Appreciation Night Vepó sold more than \$300.00 worth of product. To date, VEPO has donated more than \$90.00 to the United Way of Tulare County.

Vepó has used the money from the investors to purchase more inventory and marketing supplies including a banner and company shirts. Vepó is working on setting up online checkout on the website. Carmen is currently working with her bottle suppliers to reduce the manufacturing price to increase the profit margins, as well as provide more bottle size options to customers. Carmen would like to thank the investors and sponsors for making her business possible.

Jad and Alec Gerges are the founders of the Gerges Referral Company and received \$350.00 at the Investor Panel. The Gerges Referral Company is a referral service that recruits high school students who are interested in part time work, and pairs those students with local medical offices who have clerical work that needs to be done. This business gives students the opportunity to earn valuable work experience while providing a less expensive workforce to the business owners. With the money they received, the Gerges Referral Company has purchased supplies to create flyers, posters and other marketing materials needed to recruit students. They also used the funding to pay for their graphic designer as well as for their legal paperwork including the DBA (fictitious business name) which was filed at the Tulare County Recorder's Office. Both Jad and Alec have enjoyed being a part of the class and learning from local experts what it takes to run a real business.



Ambar Melendez is the CEO of Chocolate Wonders. Chocolate Wonders creates beautifully decorated homemade chocolate treats including lollipops, truffles and cookie supremes. Since the class started, Ambar has written a complete business plan and launched three social media sites to support the business. Chocolate Wonders received \$525.00 at the Investor Panel they also received \$100.00 worth of printing from USA Printing & Graphics which was used to create beautiful business cards and flyers. At the Business Appreciation Night 29 people signed up for the Chocolate Wonders newsletter and many of them purchased chocolates as well. Ambar strategically promotes her business around special holidays like Mother's Day, and she is currently talking to Enjoy! The Store in hopes of having her packaged treats available for purchase there soon. Chocolate Wonders is also working to create a campaign where she will sell specified cookies and donate proceeds to a local

charity. Chocolate Wonders is in the process of launching their website and hopes to be able to take online orders very soon.

Miguel Trejo is the CEO of MTS Soap Bars. MTS Soap Bars produces hand-made herbal and non-herbal soaps bars. At the Investor Panel MTS Soaps was awarded \$520.00 in start-up funding. The funding helped MTS Soaps to pay for filing fees and the tradeshow as well as advertising materials. Miguel is working with a few family connections to set up a networking where he can sell the soap bars in Mexico. He is also contemplating setting up an Etsy shop to expand his sales. For now MTS Soap Bars has a social media presence to help promote the soaps especially around the holidays when the bars can be made into festive shapes and can incorporate new fragrances.



Marco Quintanar and Robert Perry are the President and Chief Marketing Officer of the Classic Cup. The Classic Cup is a mobile coffee cart that sells delicious coffee onsite at sporting events, community festivals and at local businesses. Marco and Robert designed their cart to fold up and be lifted into the back of their truck for easy transport. They built the cart at their school by fellow students in the welding program. At the Investor Panel The Classic Cup was awarded \$550.00 plus a printing package from USA Printing & Graphics. With the funding they received The Classic Cup was able to participate in the Business Member Appreciation Night event where they sold coffee to potential customers. They also filed legal paperwork and purchased business cards and flyers. Additionally the Classic Cup was able to use the funding to pay for the building materials for the cart and initial start-up items including a coffee grinder, cups and other necessary supplies.

Mary Vinzon and Jude Grijalva are the Founder and President of Fruit Frenzy. Fruit Frenzy prepares fresh cut fruits and packages them into customized fruit salads for the residents of Visalia. The fruits are currently purchased from wholesale stores, however Mary & Jude are currently in talks with local fruit growers to purchase the fruit directly. Fruit Frenzy was awarded \$700.00 at the Investor Panel. Fruit Frenzy launch the business at the Business Member Appreciation Night where they made new business connections and sold their salads. The Investor Panel money was used to purchase new equipment including a canopy, table and chairs so that they can begin attending other local events. They also used the funding to purchase business cards, and a banner to help them advertise. During the first two weeks after the launch of the company, Fruit Frenzy sold 75 salads which the owners both consider a great success.



Thank you to our fantastic volunteers:

Field Trip Hosts:

Rosa Brothers Milk Company
A&W Restaurant
4 Creeks Creative
Tulare County Clerks Office
Visalia Adventure Park

Business Mentors:

Lori Dunagan
Garth Gipson, Ameriprise Financial
Harley Roberts, SBDC
Zach Green, Zach Green Films
Kim Batty, KB Concepts
Kim Rico, Drops of Honey Designs
Staci Chastain, Tulare County Health & Human Services
Kevin Mooney, Mooris Levin & Son

Graphic Designers/Web Developers:

Dan Mendoza, ValleyDS
Gabbie Alvarez, CSET
Jennifer Manduffie, Kaweah Delta Health Care District
Lucy Huerta, Kaweah Delta Healthcare District
Tom Price, 4 Creeks Creative
Rose Souza Hancock A/C & Heating

Guest Speakers:

Gregory Gillett, Gillett Philpot Mattos Attorneys at Law
Kevin Daniel, Volmer, Daniel, Gaebe & Grove, CPA
Joanie Blackwell, Buckman-Mitchell Inc.
Devon Brown, The Gardens
Tony Benevento, ServiceMaster by Benevento
Lauren Rosen, Simply Grey Closets
Devon Jones, City of Visalia
Tom Mendes, State Board of Equalization
Brooke Reed, Suncrest Bank
Ryan Stillwater, Visalia Rescue Mission

Volunteers:

Chris Miller, Lily Pad Cafe
Vickie Goodreau, Innovation Commercial Flooring
Ciaran McMullen, Suncrest Bank
Aaron Gomes, Sound N Vision Foundation
Jason Winn, McElmoyl Refrigeration
Gina Ramos, Tulare County Federal Credit Union
Regina Gaebe, Owens Valley Career Development Center
Vincent Salinas, SBDC
Melissa Kaminski, ServiceMaster by Benevento
Raina McNamara, Seals-Biehle Construction
Rachel Quinn, 3P Partners
Brian Adney, Visalia Fire Department
Raymond Macareno, Kaweah Delta Health Care District
Raquel Garcia, Fresno Pacific University - Visalia Campus
Gale Kuns, SCORE
Judy Fussel, Buckman-Mitchell Inc.
Deanne Martin Soares, Amdal In-Home Care
Ronald Smith, Sterling & Smith Funeral Homes
Lupe Garcia, Suncrest Bank
Tony Benevento, ServiceMaster by Benevento
Shan Ravin, USA Printing & Graphics
Laura Florez-McCusker, Kaweah Delta Health Care District
Diane Hayes, Sequoia Regional Riverlands Trust
Patrick Mooreman, KSEE24
Reggie Ellis, The Foot Hill-Sun Gazette
Oriana Gropetti, Momentum Broadcasting

Thank you to our 2015-2016 YEA! Sponsors:



Scholarship Sponsor: Gateway Financial – Sterling & Smith Funeral Homes – Rabobank - Visalia Country Club
Innovation Commercial Flooring – 3P Energy Partners

Friends of YEA! Sponsor: McDonald & Associates – Marie Pinto – Port of Subs – The Lunch Box
– Edward Jones Financial / Mandy Basra – Valley Life Charter Foundation



Sponsorship Opportunities

General Info

- Gold Sponsor**\$5,000
Participate as an Investor in the Investor Panel
Sponsorship of four (4) student scholarships
Business profile on YEA! section of Chamber website
All benefits associated with Silver Sponsorship
- Silver Sponsor**\$2,500
Participate on CEO Roundtable
Sponsorship of two (2) student scholarships
All benefits associated with Bronze Sponsorship
- Bronze Sponsor**\$1,000
Sponsorship of one (1) student scholarship
Acknowledgement on promotional materials
Link to business website from YEA! page of Chamber website
Opportunity to provide Industry Guest Speaker to class
2 seats at Investor Event/Showcase/Roundtable/Graduation
- Scholarship Sponsor**\$500
Sponsorship of one (1) student scholarship
Receive regular correspondence and update from the sponsored Student.
Receive acknowledgement in student materials and at events.
Social Media post recognizing sponsorship level.
- Friends of YEA!**\$100
Official weekly class sponsor – provides snacks and class materials for students for 1 class
Opportunity to provide a short letter/mission statement to be read during the class, or opportunity to talk to students during class.
Acknowledgement social media, website, and in class

OTHER OPPORTUNITIES

Beyond sponsorship, I would be interested in participating in the YEA! program in the following ways.

___ Business Mentor ___ Guest Speaker ___ Field Trip Host

___ Graphic Designer ___ Web Developer ___ Volunteer (other)

As a sponsor of the Visalia Young Entrepreneurs Academy, you will help to

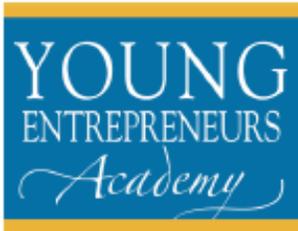
- Develop educated, motivated workforce and the next generation of CEOs
- Generate excitement in the community
- Create professional networks for students
- Connect students and business professionals
- Encourage students to stay in the area
- Connect educators and administrators with business professionals
- Create a fun and unique opportunity for business leaders to mentor youth
- Foster business and job creation in the community
- Create positive publicity surrounding inspiring youth

YES! We want to be part of creating the future of business in Visalia! Please sign us up as indicated above and send us additional details about next steps.

Contact Name: _____ **Phone:** _____

Company: _____ **Email:** _____

Return form to Nicola Wissler (222 N. Garden St Suite 300, Visalia, 93292; nicola@visaliachamber.org; phone: 559-734-7479)



Nomination Form

Class of 2016-2017

As business leaders, we encourage you to nominate creative, motivated students who pursue their goals with tenacity. Nominated students should have a strong work ethic and should demonstrate high levels of effort on a consistent basis. Please nominate students who have an interest in business and/or starting their own company or social movement. Please be aware that the nomination of a student does not guarantee admission to the program.

Nominated students will receive additional information about the Young Entrepreneurs Academy and a personal invitation to the YEA! Information Sessions. All are welcome to apply and attend the Information Sessions.

Please fill out this form and return it to the Visalia Chamber YEA! by **July 15th**. Return by fax: 734-7479; email your nomination form to: nicola@visaliachamber.org; or mail to: Visalia Chamber YEA! Nomination / 222 N. Garden St. Suite 300, Visalia, CA 93291.

Recommender's Name _____

Company _____

Address _____

Contact Phone _____ E-mail Address _____

Student Name	Grade - School 2016-2017	Gender	Phone	Email or address