For Immediate Release

Cabrillo Youth Summer Institutes in Leadership Feature
2013 Woman Entrepreneur of the Year

APTOS, CA – Cabrillo College today announces that Jaimi Ellison, owner of Santa Cruz Core Fitness + Rehab and the U.S. Association for Small Business and Entrepreneurship’s 2013 Woman Entrepreneur of the Year, will be a guest speaker at the Cabrillo Youth Summer Entrepreneurship Institute beginning next week. The program will explore entrepreneurship and social entrepreneurship, and will be offered to students entering 7th-12th grades over three weeks in July and August.

The Youth Entrepreneurship Program (YEP) and the Business and Entrepreneurship Center (BEC) at Cabrillo College are co-sponsoring the annual Cabrillo Youth Summer Entrepreneurship Institutes in partnership with Santa Cruz County College Commitment (S4C). Registrations are being accepted now. Cost is $165 per institute, and scholarships are available for qualified students. For more information or to register, contact Brenda Zeller, Youth Entrepreneurship Program Coordinator, at 831-477-3244 or brzeller@cabrillo.edu.

The Explore Social Entrepreneurship Institute gives students the opportunity to learn about how starting their own businesses can also be a way to give back. Students will visit Grind Out Hunger and learn how Executive Director Danny Keith went from the corporate world to running a non-profit from his storefront. Students will also participate in a workshop taught by youth entrepreneur/Designer and CEO of "Doing Everything Different," Devin Lars. Additional guest speakers throughout the week include Santa Cruz native and environmental advocate Cliff Hodges, owner of Adventure Out and CrossFit West, and Hannah Kelley-Bell, Economic Development Specialist at the U.S. Small Business Administration, who will discuss funding sources and access to capital.

Explore Social Entrepreneurship Institute
August 5-9
8:30am-12:30pm
Age Level: 7th-8th graders

The Explore Entrepreneurship Institute will introduce students to entrepreneurship as a career choice. Participants will be led through concept development, naming their business, identifying a market, developing a marketing plan and how to deliver a stellar "pitch!" Students will hear from local entrepreneurs that will share their stories of building their businesses into a successful enterprise. At the conclusion of the week, students will deliver their "pitch" to their classmates, a mock panel of investors and the Youth Entrepreneurship Program staff at Cabrillo College. Guest speakers include Dave Kumec, owner of Mission Hill Creamery, and Hannah Kelley-Bell.
Explore Entrepreneurship Institute
July 22-26
8:30am-12:30pm
Age Level: 7th-8th graders

August 12-16
8:30am-12:30pm
Age Level: 9th-12th graders

To register, visit http://sccommits.org/camp/entrepreneurship-institutes-0

About the Youth Entrepreneurship Program

The Youth Entrepreneurship Program, or "YEP", is offered through the Business & Entrepreneurship Center at Cabrillo College in partnership with the Central Coast Small Business Development Center and Your Future is Our Business.

Funded through the California Community College Chancellor’s Office and the Economic and Workforce Development Program, this initiative is designed to encourage young people to recognize entrepreneurship as a valid career path, while also assisting in the conception and launch of youth operated businesses.

The YEP is open to individuals between the ages of 14 and 27 years old that have the desire and drive to start a business. Those accepted to the program are matched with expert business mentors to assist in opportunity analysis, business plan development, and access to capital or seed funding for launch. Additionally, YEP provides workshops, classroom visits, special events, and hosts annual business model competitions for high school and community college students.

Those interested in joining YEP can sign up at southbaybec.org/yep or contact Program Coordinator Brenda Zeller at 831-477-3244 or brzeller@cabrillo.edu.

About Cabrillo College
Cabrillo College is a leading California community college serving Santa Cruz County with locations in Aptos, Scotts Valley and Watsonville. It is ranked #1 in transfers to UC Santa Cruz. Founded in 1959, the college offers over 100 academic and career technical education programs that serve multiple educational goals such as A.A. and A.S. degrees, certificates of achievement, skills certificates, transfer to 4-year institutions or for lifelong learning and personal enrichment. Cabrillo College is a dynamic, diverse and responsive educational community that is dedicated to helping all students achieve their academic, career, and personal development goals.

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