Cabrillo Offers Future Entrepreneurs Instruction

2013 Woman Entrepreneur of the Year to be Guest Speaker in Seminars for Middle-to-High School Students

Cabrillo College today announces that Jami 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 Institutes. 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, 8:30 a.m. - 12:30 p.m. 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.

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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.

To register, visit http://s4commits.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 southbaybce.com/yep or contact Program Coordinator Brenda Zeller at 831-477-3244 or brzeller@cabrillo.edu.