Young social innovators

Student teams explore concepts in business literacy, entrepreneurship

By TAMIR HANANU and TODD GUILD

WATSONVILLE — Members of the Junior Achievement program joined their Friday with Pacific Gas and Electric Company in a challenge school teams pose entrepreneurial concepts and realistic impact on their community.

 Held at the Salinas Valley Technological Center of Watsonville Company, participating students were grouped into teams to develop their own product, service, event or campaign designed to have direct impact on a community concern impacting their community.

The American Cancer Society and one-day intensive workshop introduced the competition for juniors and seniors. The event followed the first day of the 2017 competition in which students worked to design and present their ideas for social entrepreneurship.

The projects were judged by a panel of business and civic leaders, who questioned the teams after their presentation to the entire group. The top three teams received scholarships. In addition, students who wished to pursue their projects to students could do so through California “By Students, for Students,” a program for young entrepreneurs.

A panel of professionals, including Sunny Tupper (third from left), a district for Starbucks, reviewed the student presentations and questioned them about aspects of their concepts.

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Program. Students from Watsonville High School, CERRA College, Mercy Chapar School, M. Francis, Central Coast Catholic High School, Upper School, and other area school districts put together in the competition.

“We are thrilled to continue our partnership with Junior Achievement here in the Monterey Bay area and work together to support student enter- prise,” said Troy Hanzil, program director, Watson Valley Technical Center. "We are excited to work with the students to help them create something unique and valuable for our community.

The project is designed to help students continue business knowledge with social activities, new ideas that often lead to new opportunities.

The town of Salinas is doing things in the forefront, so we wanted to develop our students in the forefront,” said Mary Pina, Dean of Cal- lero College, Watsonville Center. "It is really the type of projects that would be in helping the community.

Junior Achievement Mon- tana Bay District Manager Tomas (Terry) Hall said the pro-

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The group worked on an initial 1,000-piece group. That group was responsible for the initial 1,000 piece, said Hall.

Another group wanted to start "Club Day" at their school, where clubs and service providers would have tables available.

The group then became more important for students who are victims of bullying and depression.

There are kids out there who need help and they don’t know where to turn. We had a service provider from the high school on hand to talk about that," said Hall.

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