

Land Grant YES

Youth Entrepreneurship Symposium



Symposium Program

Days Inn Penn State, State College, PA
June 4-6, 2008



The Northeast Regional Center for Rural Development



Land Grant Youth Entrepreneurship Symposium Planning Committee

Co-chairs:

Trace Gale, Assistant Professor & Specialist – Community Resource Development, West Virginia University Extension

Debra Kantor, Assistant Extension Professor, Somerset County Extension Office, University of Maine

Other Planning Committee Members:

Lionel (Bo) Beaulieu, Director and Professor, Southern Rural Development Center, Mississippi State University

Stephan Goetz, Director and Professor, The Northeast Regional Center for Rural Development, Penn State University

Kristen Grifka, Program Specialist, Economic & Community Systems, USDA-CSREES, Washington, DC

Pam Hearn, Business and Web Manger, The Northeast Regional Center for Rural Development, Penn State University

Jonathan Laughner, Extension Educator, Penn State Extension of Beaver County, Penn State University

Chyi-Lyi Kathleen Liang, Associate Professor, Community Development and Applied Economics, University of Vermont

Sheila Pendse, Program Development Associate, Student Innovation Center, University of Maine

Alganesh Piechocinski, Extension Educator, 4-H Youth Development, Montgomery County, University of Maryland

Ann Sherrard, Extension Director and Educator, 4-H Youth Development, Garrett County Extension Office, University of Maryland

Rachel Welborn, Program Manager, Southern Rural Development Center, Mississippi State University

Agenda

Wednesday, June 4

- 12:00 – 1:00 Registration
- 1:00 – 2:00 Welcome and Introductions (symposium kickoff – objectives), Trace Gale, West Virginia University
- 2:00 – 2:30 *Alabama Entrepreneurial Initiative (AEI) ETP 33B: A Strategy for Workforce Development*, Nickey Jefferson, Tuskegee University
- 2:30 – 3:00 *Growing Greener: Food Education for Urban Youth*, Leona Joseph and Jacqueline Simon, Penn State University
- 3:00 – 3:30 Break
- 3:30 – 4:30 *Introducing EntrepreneurShip Investigation: A curriculum designed with ultimate flexibility*, Patricia Fairchild, University of Nebraska
- 4:30 – 5:30 *Youth Market: Rural Entrepreneurship Experience*, Ann Sherrard, University of Maryland
- 6:30 Dinner (heavy hors d'oeuvres) and Reception/Poster Session

Thursday, June 5

- 7:30 a.m. Continental Breakfast
- 8:00 – 9:00 *Going Solo: Creative Tools for Teaching Entrepreneurship*, Gina Backes, University of Illinois
- 9:00 – 9:30 *Mini-Society and Be the E (in brief)*, Alganesh Piechocinski, University of Maryland
- 9:30 – 10:00 *Innovation Engineering*, Sheila Pendse, University of Maine
- 10:00 – 10:30 Break
- 10:30 – 11:30 *REAL Entrepreneurship – Action Learning Approach to Entrepreneurship Education*, Anna Koltchagova and Malinda Todd, North Carolina REAL Enterprises
- 11:30 – 12:00 *Youth Entrepreneurs in Agriculture: Family Farm Tours*, Joan Vance, Washington State University

12:00 – 1:00	Lunch and Presentation <i>Route 21: From Agrarian to Imagination Economies</i> , Mitzi Downing, North Carolina State University
1:00 – 1:30	<i>Beyond the Lemonade Stand – Youth Entrepreneurship</i> , Erica Tobe and Laura Allen, Michigan State University
1:30 – 2:00	<i>Entre-WHAT? Business Basics for Arkansas Youth</i> , Stacy McCullough, University of Arkansas
2:00 – 3:00	<i>Case Study: Refining a College-level Entrepreneurship Course for High School Students</i> , Robert Macy and Liz Kisenwether, Penn State University
3:00 – 3:30	Break
3:30 – 4:00	<i>SMYEP: Engaging Youth in Southern Mississippi</i> . Brent Hales, University Southern Mississippi
4:00 – 5:30	Group Discussion/Innovation Session
6:30	Dinner (Buffet) and Networking

Friday, June 6

7:30 a.m.	Continental Breakfast
8:00 – 9:00	<i>Community Change Initiative and Youth Entrepreneurship: Integrating Young People into Successful Place-based Economic Development</i> , Mary Emery, North Central Regional Center for Rural Development, Iowa State University
9:00 – 10:00	Group discussion on the development of concrete action plans and next steps around the results of the symposium and the innovation session.
10:00 – 10:30	Break
10:30 – 12:00	Group discussion on next steps continues
12:00 noon	Adjourn

Presenter Biographies

Laura Allen, Career Education Coordinator, Michigan State University Extension

Laura Allen is the Career Education Coordinator for Michigan State University Extension 4-H Youth Development. She has a B.A. in Human Resource Development from Spring Arbor University and an extensive background in human resources and staff development. She developed the Michigan 4-H Youth Development Career Education web pages which include a resource page with activities, handouts and PowerPoints for educators across the state to use in club and after school settings. Laura also coordinates MSU Children, Youth and Family Programs internship opportunities connecting college students to campus and county MSUE offices across the state. She co-authored the 4-H Future Entrepreneurs grant.

Gina Backes, Visiting Extension Outreach Assistant, Entrepreneurship Programs, East Moline, IL

Gina Backes is a Visiting Extension Outreach Assistant for the University of Illinois Extension in entrepreneurial programs and is based at the Quad Cities Center in East Moline. She assists in the training, development, and implementation of Going Solo, an entrepreneurial educational program. Gina has been with the Going Solo program for a little over a year. She provides assistance to individuals seeking information and support for entrepreneurial endeavors. She has a bachelor's degree in Business and has been involved in starting her own business.

Carmen Scott Dawson, President, Advanz, LLC, Erie, PA

Carmen Scott Dawson is the Pennsylvania state leader for both National and Global Entrepreneurship Week. He is working with Federal, state, county, and local governments to drive various initiatives and has around 50 state partners. Carmen has been in contact with Cathy Ashmore, Executive Director of the Consortium for Entrepreneurship Education, and will be presenting information on the Consortium at Land Grant YES.

Mitzi Downing, Extension Assistant Professor & Youth, Development Specialist, North Carolina State University

Mitzi Downing, is an Assistant Professor and Youth Development Specialist in the 4-H Youth Development and Family and Consumer Sciences Department at NC State University (Raleigh, NC). Dr. Downing received her doctorate in Education in 2002 from NC State University and her masters degrees in Public Administration and Child Psychology from East Carolina University in 1995. Currently, Dr. Downing is the program leader for "Economic Opportunity" programming for NC 4-H which encompasses 21st century life and career skills, entrepreneurship, STEM (Science, Technology, Engineering and Math) programs for NC's 204,000 active 4-H members. Mitzi is happily married to Clay (an avid mountain biker and cookie connoisseur) and they have an energetic two and a half year old son named Noah who loves to play golf.

Mary Emery, the North Central Regional Center for Rural Development, Iowa State University

Mary Emery is the Associate Director of the North Central Regional Center for Rural Development and a professor of Sociology at Iowa State University. Her primary area of research/teaching is rural and community economic development. Emery's research/extension has appeared in the Journal of the Community Development Society.

Patricia Fairchild, Ed.D., Professor, Agriculture Leadership, Education, and Communication and Nebraska 4-H Curriculum Design and Youth Entrepreneur Specialist, University of Nebraska – Lincoln

Dr. Fairchild has thirty years of experience in the supervision of faculty and staff and all levels of program development at the regional and statewide levels. She has extensive experience in managing federal grants and statewide programs: planning, implementation, and evaluation of programs and courses; curriculum development; developing multi-million dollar budgets; the management and supervision of distance delivered learning; developing data bases for subsequent knowledge-based decision making; developing and maintaining high quality faculty and staff through supervision, recruitment, employment, retention and evaluation. She has been with the University of Nebraska-Lincoln for eight years.

Trace Gale, Assistant Professor & Specialist – Community Resource Development, West Virginia University Extension

Dr. Gale is an Assistant Professor and Specialist in Community Resource Development, with the West Virginia University Extension Service. She spent fifteen years in corporate America, in marketing and new product innovation for the Campbell Soup Company, before entering academia. Her research focus is in the area of sustainable local development, with an emphasis on the role of tourism. Her teaching involves the areas of participatory leadership, sustainable locally-led development, social entrepreneurship, capacity building, and outdoor leadership. Her programming centers on youth development, rural revitalization, and sustainable livelihoods.

Brent Hales, Trent Lott National Center for Excellence in Economic Development and Entrepreneurship, Department of Economic and Workforce Development, The University of Southern Mississippi

Brent D. Hales, Ph.D., serves as an assistant professor of Economic Development at The University of Southern Mississippi. He is currently the coordinator of the Masters of Science in Economic Development graduate program coordinator. He has spearheaded the development of the Lott Center's entrepreneurship curriculum and outreach efforts including the development of the Southern Entrepreneurship Program. He received a bachelor of science from Brigham Young University, a master of arts from Middle Tennessee State University, and a doctorate from Iowa State University.

Nickey L. Jefferson, State Program Leader, Tuskegee University

Nickey L Jefferson, Ph.D. is currently the District Extension Coordinator and State Program Leader at Tuskegee University Cooperative Extension Program. Dr. Jefferson has twenty-five years of professional experiences in Cooperative Extension and has held positions in Extension at both 1890 and 1862 land-grant institutions. His professional experiences include youth entrepreneurship education, strategic planning, and extension program administration.

Leona Joseph, County Extension Director/co-Director, Penn State Philadelphia Outreach Center

Leona is the CED/co-director with Extension in Philadelphia. She also is the Nutrition Links community nutrition education program supervisor.

Debra Kantor, PhD, Assistant Extension Professor, University of Maine Cooperative Extension

Debra Kantor is the Youth Development Educator at the University of Maine Cooperative Extension office in Somerset County with state-wide responsibilities for developing youth entrepreneurship programs. Dr. Kantor's extensive experience in program development includes work with HIV/AIDS and tuberculosis programs in her previous positions at the University of Medicine & Dentistry of New Jersey.

Elizabeth (Liz) C. Kisenwether, Assistant Professor, School of Engineering Design, Technology and Professional Programs and Director, Engineering Entrepreneurship (E-SHIP) Minor, College of Engineering, The Pennsylvania State University, University Park

Liz holds her B.S.E.E from Penn State, and M.S.E.E. degrees from MIT and Johns Hopkins University. She worked in the DoD intelligence industry for 11 years, then co-founded and stayed with a tech startup called Paragon Technology for 5 years. Director of the E-SHIP Minor since 2002, the program has 135 graduates to date, and over 400 students per year in entrepreneurship classes. Liz enjoys the challenge of being entrepreneurial in non-entrepreneurial surroundings (such as a large land-grant university).

Anna Koltchagova, Interim Executive Director, NC REAL Enterprises

Anna is responsible for implementing the vision and mission of NC REAL and for resource development and overall management of organization. She has been a small business owner prior to joining NC REAL in 2000. Anna has BS and MS degrees in Mechanical Engineering from Technical University – Sofia and a Masters in Business Administration from Meredith College. She is an active member of Phi Beta Lambda Professional Division. She also serves on the Board of PBL Foundation.

Robert Macy J.D., Ph.D., Clinical Assistant Professor of Entrepreneurship, Department of Management and Organization, Farrell Center for Corporate Innovation and Entrepreneurship (FCFE), The Pennsylvania State University

Dr. Macy's research is largely focused on the strategic management of intellectual capital and the use of knowledge and knowledge workers to facilitate innovation. He has examined the strategic value in the aligning of knowledge worker stocks and flows with the velocity of task environment innovation; the use of interdisciplinary teams and problem-based learning to foster entrepreneurial learning; the role of market driven and market driving strategies to commercialize technology; and corporate social responsibility as an effective business strategy. He has been an entrepreneur for over 20 years and is a member of the Oregon State Bar. As an attorney Robert's practice has focused on new ventures and business transactions from initial development through exit. He has represented online companies, small and medium sized enterprises, joint ventures, and worked particularly closely with start-up companies as well as serving as corporate counsel for several non-profits.

Stacey McCullough, Instructor – Community and Economic Development, University of Arkansas Division of Agriculture – Cooperative Extension Service

Stacey is a member of Extension's Community and Economic Development state faculty, headquartered in Little Rock. Her area of expertise is rural economic development, where she supports county agents and Arkansas communities. Stacey holds a B.B.A. in economics from the University of Arkansas at Little Rock and an M.A. in agricultural and applied economics from the University of Wisconsin-Madison. She is currently pursuing a Ph.D. in public policy, specializing in rural economic development, at the University of Arkansas.

Sheila Pendse, Program Development Associate, Foster Student Innovation Center, University of Maine

As a program development associate Sheila works on curriculum development, program coordination, fund raising and grant proposals for a new innovation and entrepreneurship program at the University of Maine. She has a master's degree in Public Administration from Maxwell School of Syracuse University and has done research work in microenterprise development programs and doctoral course works in Community Development, Program Evaluation, Policy Analysis, Financial Management, and more. She has taught both graduate and undergraduate courses in Public Administration. She has experience in survey design, data collection and analysis, and report writing for various evaluation projects and workshops in education.

Alganesh Piechocinski, CFLE, Extension Educator, 4-H Youth Development, Senior Agent, University of MD

Alganesh Piechocinski is an Extension Educator in 4-H program for the UMD cooperative Extension. She received a B.S. degree in Human Development and M.S. degrees in Health Care services and in Counseling. She is a certified Family Life Educator with National Council on Family Relations. She is a tenured and a senior faculty member in the UMD

College of Agriculture and Natural Resources, and has been with Extension for 18 years; Alganesh's primary responsibility is managing and supporting the 4-H community clubs, Adventure In Science program, Kids Taking Charge program, and the 4-H Outreach and After School Programs. Prior to joining the Extension Service, she worked as consultant with the National Family and Consumer Science Association, the National 4-H Council as a program assistant for the Citizenship Focus and Leader Forum, a Bank Manager in Bethesda, and as a 4-H and Home Economics program coordinator with the Ministry of Agriculture in Ethiopia.

Salaia Salave'a, CYFAR Coordinator, Community and Natural Resources, American Samoa Community College

Salaia Salave'a is Children, Youth and Families at Risk (CYFAR) Coordinator at the American Samoa Community College Community and Natural Resources Division. Her poster is titled: "Pacific Island Communities: Building (STEPS) Sustainable Teen Entrepreneurial Programs." Goals of the American Samoan entrepreneurial education program are to understand the basics of starting a small business and identify potential ventures, to provide basic marketing and financial management skills via use of computer technology, to provide regular experiential activities in entrepreneurial efforts, to improve quality of life for teens by helping them identify ways to generate income, and to increase teens' survival skills and skills needed in preparation for the business world. The program targets teens ages 13-19.

Ann Sherrard, Extension Director and Educator, University of Maryland

Ann Sherrard is a county extension director and 4-H Youth Development Educator in rural Garrett County in western Maryland. She has a Masters Degree in Public Health from North Carolina University and a B.S. in Extension Education from the University of Maryland. She has worked with 4-H for the past eight years and was the director of Community Health Education and Outreach in her county for 18 years. Ann enjoys hobby farming with her husband and four children. She is an avid gardener and beekeeper.

Jacqueline Simon, Penn State University Extension, Philadelphia

Jackie Simon is the 4H Educator in Philadelphia. She brings her personal experience in owning businesses to her work in teaching youth about Entrepreneurship.

Erica Tobe, Program Leader, Michigan State University Extension

Erica Tobe is a Program Leader in Youth Financial Literacy for Michigan State University Extension. She has a Masters in Social Work and Bachelors in Science in Family and Consumer Resources, both from Michigan State University. Erica is the Michigan state representative for the NEFE High School Financial Planning Program. She has served as both president and secretary for the Michigan Jumpstart Coalition. Erica also serves as the National Liaison to the Credit Unions, on behalf of the Credit Union National Association and USDA Cooperative Extension. Erica is a current member of the Michigan Entrepreneurship Education Network (MEEN) and the Mid Michigan Innovation Team looking at

successful approaches to youth entrepreneurship. Prior to joining the 4-H campus team, Erica worked as a 4-H Youth Agent and Children, Youth, and Families Agent through Michigan State University Extension in Branch and Washtenaw County, and as the Program Leader for Financial Literacy with MSUE Family and Consumer Sciences.

Malinda Todd, Assistant Director, NC REAL Enterprises

Her primary responsibilities at NC REAL are reaching out to new facilitators and providing support, training, and networking opportunities for current REAL facilitators. She also spearheads NC REAL's K-8 expansion. Previously she worked in entrepreneurship development and microfinance at the NC Rural Center. She has an undergraduate degree in Anthropology and Latin American Studies and master's degree in Public Administration both from the University of North Carolina at Chapel Hill.

Joan Vance, Extension Educator (4-H Youth and Families), Washington State University, Grays Harbor County Extension

Joan Vance graduated from the University of Washington with a Master of Social Work degree. She spent sixteen years working cross-culturally in tribal health and social service settings before coming to Washington State University Extension in 2000. In Extension, she has again worked in tribal settings, this time in youth development. She has a special interest in youth entrepreneurship and sustainable agriculture.



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