



1/6/2011

Media Contact: Cyndi Mudge 503-325-1010

CREATE, INVENT, GROW!

OPEN HOUSE

FOR YOUNG ENTREPRENEUR'S CLUB

WEDNESDAY, JANUARY 12

ASTORIA, OR – Kids and teens grades K through 12 are invited to bring their special talents, skills or interests to a whole new level by joining the Young Entrepreneur's Club. Create or grow something yourself – art, clothes, flowers, vegetables or make something you invent. Sell what you make at Astoria Sunday Market and earn while you learn. The Young Entrepreneur's Club is a special program of Astoria Sunday Market in partnership with Clatsop County 4-H and includes a series of free workshops starting in February. An Open House is scheduled from 6 to 8 pm on Wednesday, January 12, at the 4-H Club House located by Clatsop County Fairgrounds. The Open House provides an opportunity to meet other members, see their products, and learn more about how to become a Young Entrepreneur. Pizza snacks will be served. 2011 applications and information is available at www.AstoriaSundayMarket.com or you can email or call to request a brochure: AstoriaSundayMarket@charter.net or 503-325-1010.

Workshops guide you through the process of creating or inventing a product, marketing, salesmanship, designing your display and the dollars and sense of it all. Workshops are designed to be fun and interactive and often feature specially selected artists, farmers or business experts. Participants are also invited to showcase their product at the annual Astoria Sunday Market vendor luncheon in April.

The 2011 Young Entrepreneur's Club is sponsored by **Western Oregon Waste**. WOW is encouraging club members to "Think Green" by considering using recycled items or eco-friendly products. "We are especially



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encouraging kids to 'Grow Green' this year and to consider horticulture and farming products," added Market Director Cyndi Mudge.

Western Oregon Waste provided funds to underwrite the 2010 programs, which allowed the Market to create a Young Entrepreneurs Grant Program. Three grants of \$65 each were awarded to Young Entrepreneurs in October who submitted their business plan and images of their product for review. 2010 grant recipients included Mary Altieri, Danielle Sampson and Sarah Stein.

The Astoria Sunday Market is a non profit 501 (c) 3 organization formed to revitalize historic downtown Astoria and to improve the economic viability and vitality of farmers, artists, artisans and other small business operators in the Pacific Northwest. The Market is dedicated to creating a vibrant educational marketplace for the community benefit.

4-H is an informal, practical, learning-by-doing educational program for youth. The purpose of 4-H is to assist youth in acquiring knowledge, developing like skills, and forming attitudes that will enable them to become self-directing, productive members of society. Professionals and volunteers working together provide educational projects and activities related to animal science, horticulture, home economics, engineering, science and technology, natural science, expressive arts, leadership and citizenship.

4-H is America's largest out-of-school educational program for youth. More than 6 million youth now participate in 4-H, under the guidance of 600,000 Extension-trained adult volunteer leaders. The Oregon 4-H Foundation provided the initial seed grant of \$2,000 to launch the program in 2009.

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**YOUNG ENTREPRENEURS
2011 CALENDAR OF ACTIVITIES**

Wednesday, January 12	Open house (6 to 8 pm)
Tuesday, February 15	Workshop
Tuesday, March 15	Workshop
Sunday, April 17	Annual Vendor Luncheon – Event Center 9 th & Commercial
Tuesday, April 19	Workshop
Sunday, May 8	Opening Day of Astoria Sunday Market
Tuesday, May 24	Workshop
Tuesday, June 7	Workshop
Sunday, June 12	1 st “Biz Kidz” market day
Sunday, September 11	Final “Biz Kidz” market day
Wednesday, September 21	Grant Deadline (postmarked or delivered)
Sunday, October 9	Close of 2011 Astoria Sunday Market season

Unless otherwise noted, all workshops take place at 6 pm at the 4-H Club House located on Walluski Loop by the Clatsop County Fairgrounds.

Workshops focus on the ABCs of building a business and at the conclusion of these workshops participants will have the backbone of their business plan for submission to the grant program.

Workshop topics include:

- Creating or inventing a product
- Marketing
- How to Sell
- Designing Your Display
- The Dollars & Sense of It All