



5/4/2010

Media Contact: Cyndi Mudge 503-325-1010

THE YOUNG ENTREPRENEUR'S CLUB
HOSTS OPEN HOUSE AND FIRST WORKSHOP
TUESDAY, FEBRUARY 23

WESTERN OREGON WASTE SPONSORS THE 2010
YOUNG ENTREPRENEURS CLUB

ASTORIA, OR – Astoria Sunday Market and Clatsop County 4-H Club are proud and honored to announce **Western Oregon Waste** as the sponsor of the 2010 Young Entrepreneur's Club. "Thanks to a \$1,200 contribution from Western Oregon Waste not only are the program costs covered but their donation allows us to launch a small grants program this year," explained Market Executive Director Cyndi Mudge. Kids Grade K – 12 will have an opportunity to submit their business plan and sample product for consideration to be awarded a grant ranging between \$25 and \$100.

Laura Leebrick, Government and Corporate Affairs Manager for Western Oregon Waste, believes in this new program. "When members of the Young Entrepreneurs attended a woman's executive luncheon last year I fell in love with the Club. The kids were creative and very professional and I thought what a great way to teach kids important business skills."

The Young Entrepreneurs Club was created by Astoria Sunday Market in 2009. The Market partnered with Clatsop County 4-H Club to launch the program to provide kids K – 12 with the opportunity to foster their creativity into a business. Participants meet each month beginning in February with artists, crafts people, marketing and business experts to design, create and sell a product they invent, make, grow or raise themselves. During the Market season space is set aside for members of the Young Entrepreneur's Club to sell their products at Astoria Sunday Market. Those who complete the program earn a Certificate of Completion given by Clatsop Community College. Western Oregon Waste plans on participating in one of the workshops and will be on the panel for selecting grant recipients at the end of the 2010 season.



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Members of the ASM Young Entrepreneurs meet once or twice a month with specially selected artists, farmers, or business experts as they develop and make a product for sale at Astoria Sunday Market.

Workshops focus on the ABC's of building a business, including the following topics:

- Creating or inventing a product
- Marketing
- How to Sell!
- Designing Your Display
- The Dollars and Sense of it all

The workshops are designed to be fun and interactive and are focused around creating a business plan. Participants will have an opportunity to showcase their display at the annual Astoria Sunday Market Vendor workshop in April where they can join Market Vendors for lunch and presentations. In June Young Entrepreneurs can begin selling their product at Astoria Sunday Market as "Market Biz Kidz" in a special tent staffed by 4-H Club volunteers.

The first workshop is an Open House on Tuesday, February 23, starting at 6 pm. Young people grades K – 12 interested in joining the Club are welcome to attend the first workshop. Pizza and refreshments will be served so a reservation is encouraged by calling **503-325-1010** or emailing Cyndi@astoriasundaymarket.com. The workshop will focus on ideas for developing a product. A fun hands-on activity is part of the evening for members to create a tip jar.

Young Entrepreneurs Club Dates: 2010

- Tuesday, February 23
- Tuesday, March, 23 & 30
- Tuesday, April 13
- Sunday, April 18 — Vendor Workshop
- Sunday, May 9 — Opening Day of Market
- Tuesday, May 11 & 25
- Tuesday, June 8
- Sunday, June 13 (First Biz Kidz market day)



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Sunday, September 12 (Final Biz Kidz market day)

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.

The Oregon 4-H Foundation provided a \$2,000 grant to launch the program in 2009. The Foundation is a non-profit 501(c) 3 corporation whose mission is to raise private funds to support the Oregon 4-H Youth Development Program and to help reach more young people in Oregon. Oregon 4-H is a community of over 126,000 young people in Oregon who are learning leadership, citizenship and life skills.

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.

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