



NFTE
Teaching Youth to Build Businesses

NETWORK FOR TEACHING ENTREPRENEURSHIP

Bay Area News

CA/NFTE Green Business and Technology BizCamp



Greetings, Friends of NFTE Bay Area!
We have just completed our BizCamp and we're excited to tell you about it! This year's camp was a 2-week program hosted on the University of San Francisco campus; the theme was Green Business and Technology. The camp was made possible by the generous support of CA and produced in partnership with the Girl Scouts of Northern California. BizCamp was taught by CET Dawn Fregosa of Lighthouse Community Charter School in Oakland. Here are some of the highlights from the camp.

Marin Headlands

Sunday July 12th we spent our first day of Green Biz Camp in nature at the Marin Headlands Institute [<http://www.yni.org/hi/>]. The young women engaged with their educators on what they do to preserve the environment and why they chose The Headlands Institute to develop their career path. We took a long hike during which girls were armed with a digital camera to record what they thought was special about this spot in nature. Everyone left inspired to create business plans with Mother Nature in mind.

Thomas Kendra of CA

Our first guest speaker was Thomas Kendra, who is the Corporate SVP & GM, Products for CA. He shared his four guiding principals for doing business. The young women had this to say about his visit:

"I have taken a lot of inspiration from Tom and having my own business, hearing him talk about his business inspires me to make my dreams come true as a future business woman."

"There was so much I learned today that never crossed my mind"



Entrepreneurial Roundtable

The inspiration continued when a handful of successful local entrepreneurs came to discuss the ins and outs of starting a business. Thanks to Peter Bellak (Mighty Mo), Alison Covarrubias (Hatch Network), John Melicio (Ecoboutique), Nancy Raff (Planestfesto) and Ashley Scott (True Girl) for the advice, insight and motivation they provided that day!

Ferry Building/Architecture Field Trip

On Thursday July 16th we took a field trip to the San Francisco Ferry building [<http://www.ferrybuildingmarketplace.com/>], where we met with a representative of the Center for Urban Education about Sustainable Agriculture (CUESA) and toured the farmer's market. The field trip was a great opportunity for the young women to see the business practices they were learning in action. The girls also visited "dark green" architecture firm David Baker and Partners [<http://www.dbarchitect.com/>], which got them thinking of new ways to make their businesses green.



Senator Yee

On Friday July 17th BizCamp received a special visit from Senator Leland Yee of California Senate District 8. He spoke to the young women about the important role he sees entrepreneurs playing during this economic crisis, the need for green businesses and how important their future success is to the California economy.

Networking Event

The young entrepreneurs practiced garnering support for their business ideas during our second annual networking event. Over 30 volunteers including Bay Area entrepreneurs, NFTE Alumni, representatives from CA, Google, eBay, Intel and members of NCWIT came to network with the young women. Participants practiced delivering their 30 second pitches, discussed their businesses and collected business cards from those who might assist them in the future.



Business Plan Competition

Of the 16 participants, 5 were selected to present to a distinguished panel of judges in the final competition. Special thanks to our judges: Mike Duffy, Dean of the USF School of Business and Professional Studies; Marina Park, CEO, Girl Scouts of Northern California; Frank Tom, Director of Educational Sales, Solar Monkey and NFTE Bay Area Advisory Board Member; Monica Hudson, Adjunct Professor, USF School of Business and

Professional Studies, Carleen Cullen, Founder Cool the Earth. Very special thanks to our keynote speaker, **San Francisco Supervisor Bevan Dufty** who spoke to the young women about the importance of their participation in the camp and helping to make California "green".

Congratulations to the competition winners: Crystal Yan, Founder of Torque Media; Nicole Alvarez, Founder of Tender Loving Care; Connie Xu, Founder of Think Intelligence.

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Girl Scouts of Northern California: Girl Scouts of the U.S.A. is the largest voluntary organization of girls in the world. The Girl Scouts of Northern California have over 55,000 girls and 33,000 adults take part in Girl Scout programs each year. They tailor their programs for the developmental, educational, emotional and social needs of girls. Girl Scouting builds girls of courage, confidence, and character who make the world a better place. For more information, visit girlscoutsnorcal.org/.

University of San Francisco (USF): The University distinguishes itself as a diverse, socially responsible learning community of high quality scholarship and academic rigor sustained by a faith that does justice. USF is committed to becoming internationally recognized as a premier Jesuit Catholic, urban university with a global perspective that educates leaders who will fashion a more humane and just world. For more information, visit usfca.edu.

Photos were taken by Carlos Solorzano and Terrell Lloyd Photography

NFTE provides entrepreneurship education programs to young people from low-income communities

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