Show Me 4-H Wares 2018

Missouri 4-H : Growing the Next Generation of Entrepreneurs

Summary by: Steve Henness, Emily Blaue, and Maria Calvert
University of Missouri Extension 4-H Center for Youth Development
August 2018
http://4h.missouri.edu/programs/entrepreneur/
Facebook: Cloverpreneurs
Special thanks to our sponsors!
Program Goals

• Youth gain practical business experience selling items they have made at a commercial sales booth at the Missouri State Fair

• Youth make connections between 4-H project skills they have learned and producing things that other people value

• Youth practice social skills through preparing a sales pitch and interacting with customers

• Youth discover knowledge about themselves that reinforces entrepreneurial risk-taking

• Youth earn money for themselves (or for their 4-H club or charitable cause) in a positive, supportive environment
SHOW ME 4-H WARES AT THE MISSOURI STATE FAIR

AUGUST 9-19, 2018
Marissa Roberts
Clay County 4-H
M’s Art Loft
Individual – Intermediate Level
Kaitlyn Aulgur
Saline County 4-H
Chichory Lane Soaps & Salves
Individual – Senior Level
Salma Kamal
Platte County 4-H
SOS Soaps
Individual – Intermediate Level
Zoe Engelbrecht
Lafayette County 4-H
Sew Into It!
Individual – Senior Level
Isabelle Brewer, Rachel Grubbs & Sydney Merryman
Scott County 4-H Junior Leaders
Scrabble Tile Wall Art
Biz Team – Senior Level
Kate Rogers
Mercer County 4-H
Kate Rogers Art
Individual – Intermediate Level
Levi Reese
St. Francois County 4-H
Levi’s Bee Yard
Individual – Senior Level
Elizabeth & Natalie Tull
Macon County 4-H
Home Grown Exotica
Individual – Senior Level
Madison Hoffman
Cass County 4-H
Handmade Creations by Maddie
Individual – Senior Level
Ethan Unruh
Lafayette County 4-H
The Unruly Artisan
Individual – Intermediate Level
Justin Luster
Cooper County 4-H
The Art Connection
Individual – Senior Level
Evan Finkeldei
Saline County 4-H
Let’s Talk Coffee
Individual – Intermediate
Emmett Finkeldei
Saline County 4-H
EF Designs
Individual – Intermediate
Danel Reese
St. François County 4-H
Danel’s Joy
Individual – Senior Level
Ashlyn Igo
Saline County 4-H
Leather Jewelry Designs by Salt Fork Spurs
Individual – Intermediate Level
Project and Life Skills

The most important thing youth say they gained from participating in Show Me 4-H Wares is...

- “Sharing my project”
- “Better communication skills”
- “A business man attitude and appreciation for my skills”
- “To learn to talk to people”
- “Better communication with people I have first met”
- “How I can better expand my project”
- “Entrepreneurship experience”
- “Customer interaction”
- “Business skills”
- “Experience in the business world”
- “To be confident”
- “Experience communicating with others and talking about my products”
- “Talking to people”
- “Marketing skills”
**Outcomes**

**Goal-setting**
- 82% “agreed” or “strongly agreed” they have a plan for reaching their goals.
- 65% indicated they “always” set goals for themselves.

**Persistence**
- 94% “very much” or “mostly” identified with having persistence to attain goals they set for themselves.

**Confidence and Self-esteem**
- 88% either “agreed” or “strongly agreed” with measures of personal confidence and positive self-esteem

**Teamwork and Communication**
- 47% identified consistent use of skills including customizing their message, ensuring others understand, and positively resolving differences
Goals and Aspirations

As a result of participating in Show Me 4-H Wares...

• 94% increased confidence in starting conversations, talking to people.
• 88% achieved a goal set for themselves and their business.
• 88% are interested in contests and events for young entrepreneurs.
• 76% want to develop a business plan for their business.
• 41% want to find a counselor or mentor to help grow their business.
• 100% plan to continue selling at school, in their community, or online.
Results

- 20 youth sold as exhibitors at the State Fair over 7 days, collectively earning over $2,000.00 for their 4-H projects.
- Youth interacted with thousands of prospective buyers, distributed literature, provided customer service, and handled all point-of-sale transactions independently.
- Findings indicate Show Me 4-H Wares as a program boosts youth confidence and strengthens skills essential for success in the workforce.
- Program experiences hit the bullseye of what nationally surveyed teens say they need to reach their full leadership potential (National 4-H Youth Leadership Survey, 2016).
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