

## 2009 Summers @ Mizzou Build-a-Business Camp Evaluation and Wrap-up - July 27-29, 2009

10 teens from across Missouri congregated on the University of Missouri campus for the 2009 Summers @ Mizzou Build-a-Business Camp, July 27-29. The event took the participants, ages 12-16, through the process of formulating a business idea and discovering interests and opportunities that will help put their ideas into practice.



The youth had the opportunity to interview local business owners and managers in the Columbia downtown “District” and speak to practicing entrepreneurs. Camp speakers included two young adult entrepreneurs, Christopher Allison and Sarah Newsome, who manage their own businesses, Studio 7 Web Design and Herbal Oats granola bars, respectively. Campers also visited the MU Bradford Farm to learn about Community Supported Agriculture from MU student Andrew van Engelenhoven, and toured the MU Bookstore to learn the complexities of running a campus enterprise, from Michelle Froese, public relations manager.

Youth also had the opportunity to discuss their business ideas with business advisors from the Senior Corps of Retired Executives (SCORE) and Small Business and Technology Development Center (SBTDC). These experiences helped the youth refine an entrepreneurial idea that they could implement within the next year. The culmination of camp was an expo-style presentation using posters, business cards, and sales pitches to describe their ideas to parents and University faculty.



“I learned about the challenges of starting a business, and learned how to overcome those challenges. Now I will be able

to start a business, instead of in 15 years,” stated one camper. Another camper put it more succinctly, “It was amazing!”



Steve Henness, Extension Associate with the 4-H Center for Youth Development, says the camp experience helps youth “discover they can be business builders (or entrepreneurs) in their own communities. We help them gear up to act on business opportunities they see in their own backyards, or in some cases, prepare to launch an idea they have to make a better world.”

Organizers intend to continue the camp annually through the Summers @ Mizzou program. Participants of the program experience life on a college campus, tour the Columbia downtown area, utilize the award-winning recreation complex, and dine on campus fare.



2009 Build-a-Business Camp sponsors included University of Missouri Extension 4-H Center for Youth Development, MU McQuinn Center for Entrepreneurial Leadership, MU Extension Community Economic & Entrepreneurial Development (ExCEED) Program, Flegel Academy of Aspiring Entrepreneurs – MU Trulaske College of Business, and the Missouri 4-H Foundation.