



'Roots EYE View

The newsletter of the MU Extension Youth Enterprisers VISTA Program

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Member Spotlight: Josh King

by Andrew Kelly, MU student, and Antoinne Jones

What did you do before you became a VISTA member?

I grew up in Marshall, then went on to Webster University in St. Louis to study Audio and Sociology, during which I had a study abroad experience in China.



What interested you about doing national or community service?

It wasn't really an interest in national service. It was an interest in helping others, a nagging, altruistic calling to make things better for other people. Sometimes that takes the form of community service, sometimes it takes the form of listening to a friend. Beyond that, I've seen a lot of folks move away from this community. I don't know where life will take me, but I want to try to impact my community for the better while I am here, and leave a mark. Maybe not a noticeable mark, but a vital, helpful one. If all goes well as a VISTA, people won't know you've been there, but know the impact you had.

How did you hear about VISTA?

I was in New Orleans after Katrina doing a

week of Habitat for Humanity work, and saw the emblem at Camp Hope. Our leader was with AmeriCorps and seemed like a cool guy.

After that I considered joining. When I got back from China, I started looking for a job in Marshall. I networked through the nonprofit community, got referred to my sponsor organization. They liked me and said, "why don't we go the AmeriCorps VISTA route?"

Name some programs you have established through your project, and how they have enriched the community?

Project Footprint is the ongoing alumni outreach program targeting schools in or around Marshall. It's an effort to keep our former citizens informed and interested in their community, tie those stakeholders back to the area, and discover business contacts for development purposes. This is done by producing and distributing the class booklets and invitations for reunions for coordinators at no charge. We get the contact info and distribute a newsletter about what's new in the community and how to get help starting a business, and they get to save their own money. The alumni stay informed and perhaps some of them bring some business to the area, either through networking or direct interest in startup.

(continued on pg. 3)

In this issue:

Member Spotlight: Josh King 1 & 3

EYE VISTA Team Development Weekend 1 & 4

EYE VISTA Welcomes Four New Professionals 2

Summers @ Mizzou Build-a-Business Camp 2

President's "United We Serve" Campaign 3

Show Me Ozark Regional Youth Fair 4

Background:

EYE VISTA is a statewide AmeriCorps*VISTA program co-sponsored by MU Extension and the Corporation for National and Community Service.

Consistent with the mission of VISTA, EYE VISTA places national service participants in economically disadvantaged areas to build the capacity of communities to eliminate poverty.



by Antoinne Jones

EYE VISTA held its first team development weekend on Aug. 8-9 at Bass River Resort.

VISTA members Eric Stevens (with his fiancé and son), Josh King (with his brother) Aaron Riekhof, VISTA Leader Antoinne Jones (with his mother), and Project Supervisor Steve Hennes (with his wife and two boys) made the journey to Steelville, MO.

The weekend got underway Saturday night with participants meeting up at the camp site which was conveniently located on the banks of Courtois Creek.

Everyone began preparing for the night, unpacking and setting up tents. Next, we started fixing dinner. As I ate, I had fun watching Josh,



his brother, Eric, Steve, and Aaron all take turns attempting to start the fire with a flint and striker. They were determined to get the camp fire started without matches or starter fluid, and succeeded only after about twenty minutes of effort.

(continued on pg. 4)

EYE VISTA Welcomes Four New Professionals to Service



Garrett Smith
St. Louis, Mo.

Garrett Allen joins the team at the BEGIN New Venture Center, bringing forth entrepreneurial opportunities for formerly homeless and impoverished populations. Garrett will assist the incubator management team with securing equipment and resources for a culinary suite for use by food-based client companies. He will also expand upon mentoring arrangements with BEGIN clients, as well as build capacity for the program's website and evaluation/reporting system.

Virginia Bruhn
St. Louis, Mo.

Virginia Bruhn also joins the team at BEGIN. She will utilize her human resources experience to assist the program with



developing IT systems and administrative policies to better serve client companies. Virginia's project will also involve organizing educational seminars and marketing events for the center, as well as helping aspiring entrepreneurs with obtaining start-up counseling and assistance.

Colleen McDevitt
Columbia, Mo.

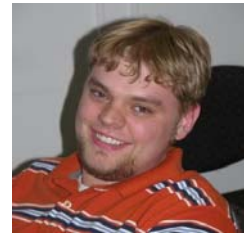
At the MU 4-H Center, Colleen McDevitt steps in as 4-H Entrepreneurship Project Coordinator. She will work closely with VISTA Project Director Steve Hennes to introduce the ESI entrepreneurship curriculum statewide, develop demonstration projects, design volunteer leader training, and expand upon summer camps and youth exhibitor programs. Colleen brings a degree from MU in photo-journalism, which she will utilize in her project to capture and dis-



seminate the stories of some of Missouri's up and coming entrepreneurs.

Ben La Van
Kirkville &
Memphis, Mo.

Ben La Van has joined EYE VISTA on a new project with the Missouri Rural Enterprise & Innovation Center and the Northeast Missouri Regional Planning Center. Ben will serve as coordinator of the newly established Innovators' Café in Kirkville and Memphis, Mo, where he will develop a clearinghouse for business planning, grant writing, business start up, and marketing for the region's aspiring entrepreneurs. Ben's project will also involve coordinating educational workshops and training for entrepreneurs, and connecting clients with mentors who can help them succeed in their ventures.



Summers @ Mizzou Build-a-Business Camp

by Adam Loftin/Photos by Colleen McDevitt

Ten teens from across Missouri congregated on the University of Missouri campus for the 2009 Build-a-Business camp, July 26-29. 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. Speakers to the camp 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.

Youth also visited the MU Bradford farm to learn about Community Supported Agriculture from Andrew van Engelenhoven and toured the University bookstore to learn the complexities of running a campus-based enterprise from public relations head Michelle Froese.

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 a entrepreneurial idea that they could implement within the



next year. The culmination of camp was expo-style presentation of ideas during which the youth used 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 now instead of in 15 years," stated one camper. Another camper put it more succinctly, "It was amazing!"

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

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



So far we've signed a contract with the Sweet Springs Alumni Association for 2,000 contacts. This is a starting point which we plan to build upon. We have a few others in the works that we may know about soon as well.



Describe a successful event you have coordinated, and how did it impact the community?

The Show Me "E" Rural Entrepreneurship Initiative teacher training session was a long time coming. Five teachers will be incorporating the ESI entrepreneurship curriculum, reaching approximately 80 students a year in the four-county area. I worked diligently to make sure copyrights and stipulations would work out, that our grant would be used efficiently, and that the curriculum was easy and helpful for the teachers.

Describe your experience with

EYE VISTA?

It has given me an opportunity to see my community in a new light. I used to sit around and think things here were dying. I don't think that so much now, but the point is that if you feel upset about your community, it is up to you to change it. Being a VISTA in my hometown has also allowed me to benefit my roots. I'm not sure it would be giving back, because that would require an assessment of what I received, and I think that's irrelevant. If there is something I can do for the people in this community I am going to do it. I have also been able to see how whether in times of economic prosperity or downfall, the level of communication, the degree to which young people are invited to the table, and the level of support for small businesses can impact a community. It's pretty humbling, and as a person interested in social phenomena, I've been "in class" the entire time.

What will you take away from your

one year service as a VISTA?

Partially a sense of peace with the place I've called home for so long. Pride (if I'm able to pull it all off). An example of what to show people can be possible with some effort and the right resources. Doing all the self-interested stuff, like good networking opportunities, my student loans getting paid down, etc. I made a better place to live for myself, and for my parents.

What would you say to people who are thinking about becoming involved in the VISTA program?

It's fun, and if you like doing a lot, putting in long hours, keeping track of many things at once, and dedicating yourself, you won't get bored and you'll have a blast. On top of that, you're doing something meaningful, and that is at least partial comfort that helps you not think about the lack of money you are making!

President's "United We Serve" Campaign

by Antoinne Jones
(excerpts from <http://serve.gov>)

United We Serve is a national service initiative started by President Barack Obama to encourage U.S. citizens to participate in volunteerism. President Obama has challenged Americans to get involved in our country's recovery and renewal programs by serving in communities across the nation. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking citizens to come together to help lay a new foundation for growth.

Focus

United We Serve is taking traditional calls to service further by:

- Putting volunteers on a path to sustained service.
- Asking volunteers to become volunteer organizers by identifying unmet needs in their community, developing their own service projects, and engaging others.
- Providing easy-to-use tools on the Serve.gov website to set outcome-oriented goals and track community impact.
- Calling upon Americans to form new com-

munity partnerships and join together across historical barriers of religion, race, and ethnicity.

Purpose

United We Serve will empower Americans to participate this summer by:

- Promoting clean energy, energy efficiency, and public land restoration.
- Supporting education and literacy for all Americans.
- Increasing health care access, public health awareness, and prevention.
- Providing community renewal to areas hardest hit by the economic crisis.
- Ensuring our communities are safe from disasters and our veterans and military families are supported

This initiative aims to both expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own "do-it-yourself" projects. United We Serve is an initial 81 days of service but will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans. In this time of economic distress one positive and collaborative way to bring the country back to the forefront is through volunteerism.

The online home of United We Serve is **Serve.gov**. At this site you can search for volunteer opportunities through a search engine. It also provides information on additional opportunities through Citizen Corps, Peace Corps, Federal Civil Service, the Military, etc. Serve.gov also helps organizations that want to recruit volunteers by providing a space to register their project on the site.

The site also consist of a section called 'Share Your Story' where you can read inspiring accounts of others who have volunteered. The 'Newsroom' link will keep you up to date with press releases and announcements related to community service and volunteering in the United States. There are also opportunities to 'Stay Connected' to the United We Serve initiative through social networking such as Facebook, Twitter, Youtube, and more. Use Serve.gov to help you do your part. America's foundation will be built one community at a time – and it starts with you.

Show Me Ozarks Regional Youth Fair

by Mary Hargus and Antoine Jones



This past July, EYE VISTA members assigned to the Ozarks Regional Foundation & Affiliated Trusts (Mary Hargus, Rosanna Hernandez, and Sunny Gogel) coordinated this year's Show Me Ozarks Re-

gional Youth Fair held at the Lions Club in Grovespring, MO. The fair provided various learning opportunities for youth of all ages.

Through the livestock show, youth participants learned to care and have responsibility for animals. They spent countless hours at home preparing their animals for the show ring. Most of those that participated in the youth show are either FFA or 4-H members.

The fair featured many workshops for all ages to learn and have fun. Natalie Nunn, a local weather anchor at KSPR-TV in Springfield, Mo., was at the fair to teach youth about the weather in Missouri, including the effects of high and low pressure. She also demonstrated these scientific concepts with an egg, bottle, and smoke. The demonstration was a huge hit.

Another workshop that created a buzz was Butter and Cheese Making, which was held the morning of the dairy show. Youth atten-

dees really enjoyed this session because they got to provide hands-on help in making cheese, and to sample it when it was finished.

Other workshops at this year's fair included Timber Management, Growing Grapes, Goat Care 101, Blacksmithing, and Caring for Fruit Crops. There was also a Draft Horse Pull, a concert and a Cowboy Campfire.

The Show Me Ozarks Youth Fair was a huge success with 85 participants in the Livestock Show, 73 art and crafts exhibitors, and 13 participants in the Art Show. The event attracted 60 summer school youth over three days.

The fair had existed since 1963, but was in decline. This year, the Foundation assisted in reorganizing the event, and plans are in place to continue the fair in keeping with Foundation's vision to revitalize rural south central Missouri.



Team Development cont'd

After dinner everyone sat near the camp fire and listened to Josh and his brother, and Steve in a guitar jam session. They played together on various tunes and took turns leading and singing original songs. The night air was breezy and comfortable and camp fires flickered from other nearby camp sites.

Sunday morning brought breakfast and the folding and packing of tents. Afterwards the VISTAs took part in team development exercises, including a group toss and catch activity using a table cloth as a make-shift parachute.



Members debriefed about the value of communication, listening, and cooperation in teamwork and problem-solving.

Afterwards, plans were laid out for the mid-day canoe trip. Members and their guests caravanned to the canoe launch site, where they embarked on a 6-mile float on Courtois Creek. The gang

was excited and ready to go. VISTAs Shanna Sorg (along with a friend and two youth) and Caryl Posada-Stillings (along with her husband) also arrived and joined the group for the float, which lasted until late afternoon.

The EYE VISTA Team Development Weekend was enjoyable for all. While members know each other through monthly meetings, they relished the opportunity to meet in person for the first time. They discussed their projects, learned more about one another, and grew in comradery.

As VISTA Leader, I will be seeking out more opportunities for team development this year.



For more information about EYE VISTA members or their projects, contact:

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