

NREDA Annual Conference November 5, 2007 Myrtle Beach, SC
Open Space Technology Session –
How to Promote Entrepreneurship

Topic of the Session:

How to Promote Entrepreneurship

Convener / Moderator: Linda Yohon and Jane Marden

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Major Points:

- <http://ruralameritowne.org/> - spin off Young Americans: yacenter.org (2-21 savings account / business loan)
- Ray, Colorado- teaches basic economics in the 5th grade
- Cost: train teachers to teach the class
- \$55 / student –ruralameritowne pays \$45 (telephone and electric cooperatives pay for all students in 53 counties (5th and 7th grades))
- Kaufmann Foundation – has off the shelf program on entrepreneurship
- Junior Achievement – on Saturdays so does not have to be endorsed by schools
- 4-H – financial literacy
- UMV Minnesota – develop relationship with universities and ID projects and help

Questions Raised:

How to nurture the entrepreneurial spirit? A baby step.

How to match up businesses looking for “new” ideas of entrepreneurs

How to mobilize partners to support “it takes a region” to pull together

How to identify entrepreneurs?

Action Steps

- Work with the Chambers of Commerce – our communities should support entrepreneur development programs
- Work with local governments (e.g. Mayor’s groups)
- Keep youth tourists involved in entrepreneurial activities – MAC have youth tour
- Build strategic plans with communities – involve kids (high school and 20-somethings in the plan development)
- Mentoring – set up with retired executives
- Mentoring with Women in Business – met 1 time a month for 4 hours – mentor potential middle school children “Hope for Tomorrow”
- <http://www.thisweek-online.com/2006/december/15b-mentor.html>

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- ☑ <http://www.business.uiuc.edu/development/enews/wib/07-07/>
- ☑ Use “entrepreneurial centers” at universities / patents about to expire
- ☑ Small Biz U. – go through NRECA
- ☑ Start clubs
- ☑ <http://www.shopnce.com/> (North Central Electric Cooperative, Ohio) (Promotes seamstresses, contractors, crafters, and many other small businesses)