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Subject: News from Junior Achievement!

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Junior Achievement®

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Inspirations

Serving Summit, Portage, Medina, Wayne, Coshocton, Holmes Counties

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EntrepreneurshipWeek USA!

Click here for more information on EntrepreneurshipWeek USA and for a complete list of the more than 100 national partners!

Volunteer for JA!

Sign up today to be a classroom volunteer and Let Their Success Be Your Inspiration!

Support JA the Fun Way - Participate in

Greetings!

This special issue of Junior Achievement *Inspirations* is dedicated to the inspiration behind entrepreneurs!

A leader in entrepreneurship education, JA is excited to be a partner of **EntrepreneurshipWeek USA**, a week-long, national celebration and promotion of the entrepreneurial spirit, February 24 - March 3, 2007.

Read on for stories on local entrepreneurs, information on JA programs dedicated to entrepreneurship, high school students creating and running their own business in our *JA Company* program, info about an entrepreneurship scholarship, and more!

Millions of Muffins! Local Entrepreneurs Bake Up a Great Idea



In 1987 Harvey Nelson and Steve Marks had a great idea. Twenty years later, that great idea has grown into a great big company - **Main Street Gourmet!**

At the start of the muffin craze, these local boys - one a CPA and a one a "math guy" - renovated a building in downtown Akron and began selling home-made muffins over the counter.

Nelson, a self-proclaimed hippy, explained that at the beginning they created their own recipe, doing all of the baking themselves. "We kept making muffins and giving them to the construction workers renovating our store until they liked them," he said.

That over-the-counter muffin shop soon began selling the batter for their muffins, cookies, and brownies to grocery stores, and has now expanded to a wholesale market, selling batters and frozen baked goods to hotels, hospitals, fundraising efforts, and restaurants, including a national fast-food chain, and a popular coffee shop chain.

"We grew from a 1,800 square foot facility selling muffins in downtown Akron, to a 55,000 square foot facility selling all over the United States, and as far as South America and Korea," said Nelson.

So what's the secret to success like this? Nelson credits **Main Street**

our Special Events!

Sign up today to participate in the:

2007 Achieve-A-Bowl, annual bowling event

2007 KeyBank Invitational to benefit Junior Achievement

Request a JA Program for Your School!

Attention all educators: click here to request a JA program for your classroom before the end of the school year!

Teacher & Volunteer Forms Available Online!

Teachers and classroom volunteers- find all the forms you need right on our website. Follow the links below to download any form anytime!

Teacher Forms HERE

Volunteer Forms HERE

Join the Good Search!

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Why JA? Programs Correlate With State Requirements!

Click the link above to learn how Junior Achievement programs correlate with Ohio

Gourmet's continued growth to flexibility.

"We have always been able to adapt fast," Nelson said. "Over the years the business has grown, causing us to change our infrastructure three or four times, but we've been able to adapt to each new market, and that's important."

In addition to being an entrepreneur himself, Nelson likes to pass on his experience to local high school students as a classroom volunteer for JA.

"I like to give the students a real world experience. I want them to think, and see the world in a new way," said Nelson, who goes on to emphasize the importance of taking risks. "I want young people to find what they like, and what they are good at and do it! Everything's a learning lesson - if it doesn't work out, it's just another step forward."

Join **Main Street Gourmet on July 17, 2007** at **Muffin Day**, a fun-filled celebration of their 20 years in downtown Akron! Visit the **Main Street Gourmet** website for more information!

JA Company Program is All About Entrepreneurship!

As a leader in entrepreneurship education, Junior Achievement prides itself on providing students with hands-on, real life business experience.

As this goes, nothing can touch the *JA Company Program*, where students start a business from the ground up, choosing officers, deciding what product/service they want to sell, how they will fund it and market it, and finally dissolving the company.



Heidi Stroy, Business Management teacher at Aurora High School, finds that the *Company Program* fits in perfectly with her lesson plans, giving students the opportunity to run their own business while learning about management principles.

"The students get first hand knowledge on how a business runs, both positive and negative aspects, as well as the background on what management is and why it is necessary," said Stroy.

For their company's product, Stroy's class decided on Aurora spirit wear, including long-sleeved t-shirts, and hats (pictured above). To market the items, the class wore their own product to school as advertisement, made posters with pictures of the items, created and distributed order forms to their home room classes, and placed forms in the parent newsletter mailed home monthly.

"Some students went to the middle school at lunch, wearing the products and selling them," said Stroy. "The company officers also made a commercial that aired on the morning announcements at the high school. This was a huge hit and the students had a great time making it!"

Eleventh graders in the *Company Program* at Cuyahoga Falls high school also had to put their marketing skills to the test thanks to the winter weather. The many recent snow days affected sales of their company, **Accenture**, whose products include candles and flavored popcorn.

To step up their sales, the students developed partnerships with local Block Buster and Pizza Hut stores who distribute **Accenture** fliers to their customers. The students have also sold their products at school and community events and local banks, and will begin utilizing the Internet market in April, when they switch their product line to cheesecake and roses.

state standards for education!

Visit Our Website!

www.akronarea.ja.org

Get all the JA info you need - program updates, info about special events, links to special information, and much more! Browse on over and add us to your favorites list today!

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Forward this newsletter to your co-workers, friends, and family so they can join our mailing list too!

[Join Our Mailing List!](#)

Both classes experienced the real challenges and successes of an actual company, transforming them into teams that learn to rely on each other, and learning something new every step of the way.

"The students make all of the decisions and are accountable for those decisions," said Stroy. "I think this is one of the best experiences a student can have at the high school level. As a teacher, it's very rewarding to see what's being taught in the classroom during a Company Program - it's my favorite class of the day!"

For more information on the JA Company Program and all other available JA high school programs, click [HERE!](#)

JA Programs Develop Skills For Successful Entrepreneurs



Ever have a creative idea that you thought would make a great business? Give the students of your community the chance to realize that dream!

Junior Achievement offers several new and updated programs, focused on entrepreneurship education to give students the knowledge, skills, and confidence to turn a creative idea into a great business! Below is information about JA programs focused on entrepreneurship. For more information on all the programs we offer click [HERE!](#)

JA America Works -

A brand new JA program dedicated to the development of the United States during the 19th century thanks to entrepreneurs. JA America Works helps students understand the significance of business and entrepreneurship on the economic development of the U.S., how new technologies advance production, and how to analyze business opportunities and challenges. Produced with a primary focus on immigration, agriculture, natural resources, transportation, communication, and industrialization.

JA It's My Business! -

An after school program for middle grades, focused on helping students realize and develop their entrepreneurial skills. Games, activities and a journal writing project help students understand the four key entrepreneurial characteristics of filling a need, knowing your customer and product, being creative and innovative, and, most importantly, believing in yourself.

JA Company Program -

This special JA program is all about entrepreneurship! Students create their own company by deciding on a product or service to sell, how to fund it, where to sell it, and how to market it while learning to meet all the challenges of running a successful business. A personal action plan and a "big picture" perspective give students the valuable skills necessary to an entrepreneur.

GLOBE -

An internationally-focused program that gives students experience and understanding in foreign exchange and the diversity of various business cultures. Students participate in an actual business relationship with a class in another country, exchanging a product, and developing their skills in business ethics, team work, communication, and analyzing economic data.

Entrepreneur Center Offers Students Even More



Opportunity!

More opportunity for future entrepreneurs awaits students at the **JA Student Center Entrepreneur Center!**

Here students can link to the national **EntrepreneurshipWeek USA** website and ask questions of an experienced entrepreneur with vast knowledge of starting up a new business. The site offers students valuable tips and tricks for starting a new business, lessons about business ethics, and video clips of other student entrepreneurs and their stories. Students can also play Arcade Annie, an entrepreneurship based video game, and sign up to receive e-mail newsletters.

In addition to providing tools for the development of entrepreneurship skills, the **Entrepreneur Center** hosts an **Entrepreneur of the Year** award to recognize the accomplishments of young entrepreneurs. If you know a young entrepreneur we'd love to hear about it! Call 330.434.1875 or e-mail staff@ja-akron.org!

Click [HERE](#) to read about the 2005 **Entrepreneur of the Year** winner, Brian Kendrick, Founder and CEO of StartUpPC, and learn how your students can apply!



Scholarship for Young Entrepreneurs!

**What's better than owning your own company at age 18?
Getting cash for it!**

The McKelvey Foundation presents the "Entrepreneurship Scholarship" to high school seniors who run a business with at least one paid employee and a generated sales revenue. Fifty scholarships total are awarded for \$40,000 each.

To qualify, students must be currently enrolled in a public or private high school in the United States, and provide proof of application to an accredited four-year college.

For more information, and to apply for this awesome opportunity for young entrepreneurs, click [HERE](#)!

Are You or a Student You Know an Entrepreneur? Give Us a Call!

We are always looking for great stories about JA students to feature in our newsletters and websites, and to share with our JA supporters. If you know of young entrepreneurs who have started their own business we would love to hear about it!



Or maybe you're an entrepreneur yourself! Why not share your experience with local students and inspire them to follow their dream of starting their own company? Get back in the classroom and feel like a kid again! Become a JA classroom volunteer and give students like those pictured above from a YMCA Summer Camp, a taste of real world experience in a fun atmosphere. Contact us at **330.434.1875** or e-mail staff@ja-akron.org or click [HERE](#) to sign up today!

Junior Achievement is a solutions provider. We strengthen our community by providing local students with the knowledge and skills necessary for them to succeed in work and life. We collaborate with our community on the

common goals of creating jobs, building stable economies, and providing higher standards of living.

Junior Achievement engages in continuous efforts to provide free enterprise education by focusing program development efforts on financial literacy, entrepreneurship education, and workforce readiness. For more information on Junior Achievement programs or how to get involved, visit [Junior Achievement](#), or call **330.434.1875**.

Sincerely,

Junior Achievement Staff

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