



## YOUTH BUSINESS WEEK FOUNDATION – CALIFORNIA

### ANNUAL REPORT

### 2006/07 FISCAL YEAR

#### OUR MISSION:

Youth Business Week Foundation – California seeks to *Empower Teens for Success* through providing support, focus and direction for high school aged youth as they connect their current world of education/peers/social groupings/family/life situation and the world of their future. YBW's focus for each youth is to offer support and guidance in order for youth to achieve the ability to gain insight and initiative to create a life that is both professionally and personally successful. YBW strives to support youth in developing the personal framework which connects *education, financial literacy* and *next life steps*. Linking education, business, leadership skills, civic engagement and community involvement are the basic tenets of YBW's work resulting in the outcome of fostering future community leaders and business partners.



#### OUR PROGRAMS:



YBW offers two programs for our program participants: the YBW weeklong Business Week residential program and our follow-up yearlong Student Leadership Team. Combined, these programs offer life changing opportunities for youth and the chance to create new friendships, work on and develop new and challenging projects while becoming immersed in developing a comprehensive understanding of the world of work, finance, career and community.

## YOUTH BUSINESS WEEK'S RESIDENTIAL PROGRAM:

The YBW weeklong residential program is a hands-on experiential learning program open to all Sonoma County High School students, including recently graduated seniors, regardless of grade point average. During YBW 2007 over 120 youth from 25 Sonoma County's traditional and non-traditional high schools were engaged in business-focused decision-making and role playing exercises. YBW 2007 was held June 17-22 on the campus of Sonoma State University. Youth lived in the SSU Residence Halls and had the opportunity to experience firsthand what college life would be like whether they attend a two or four year college or vocational and/or trade school upon high school graduation.

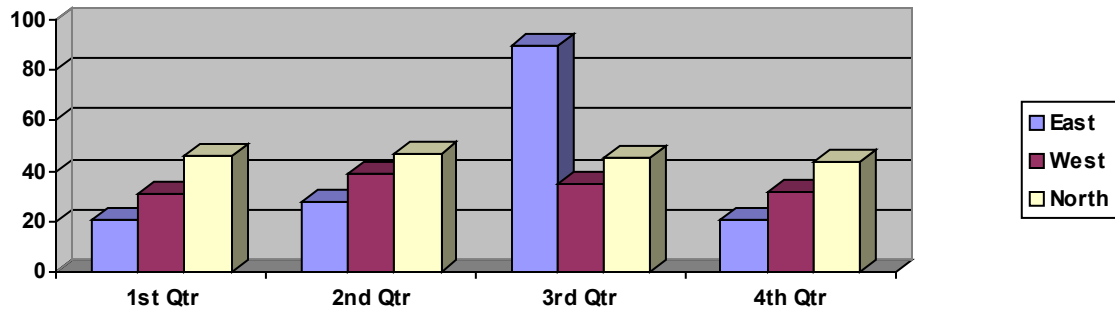


YBW participants spent the week in companies made up of twelve students from various cultural, socio-economic and learning backgrounds as well as from a variety of schools and peer groups much like the real world of work. Business Advisors, who are community members on loan from local business to YBW for the week, served as coaches, mentors, and guides to company members supporting each through their assigned tasks. Companies were housed in a Business Office, again on the SSU campus, where all of the important financial, strategic, marketing, and personnel decisions for each company were made. Healthy competition was reinforced and at week's end, one company, *Visuasound*, emerged as the overall winner, earning the highest number of points available from the abundance of tasks completed during the week. Competition was very tight this year and the winning team beat out their competitors by merely a few points... which is what the world of business is all about!

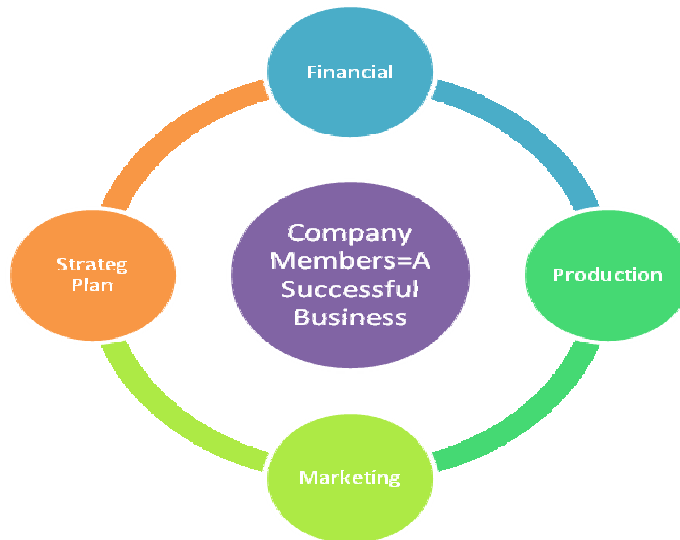


YBW promotes a variety of learning methods which connect youth to the world of work. Learning about the stock market and its influence on one's business and personal investments truly hit home for our 2007 participants. Students experienced firsthand the impact of stocks on their YBW companies. When inefficient investments or an overabundance of inventory were factored into their financial plan, the result was a drop in stock prices. Those companies who were able to connect

positive cash flow, inventory, and marketing to their products saw their stock prices soar daily. The *Press Democrat* highlighted YBW stocks during the week in the Business Section, which was the high point every morning for company members to see whose stocks had gained, lost, and which company had the overall largest increase over the previous day. The *North Bay Business Journal* kept the business community informed about YBW during the year which helped to attract investors to support our program—a great example to the students of the importance of creating a product that worked well (YBW) and connecting investors to continue to support the growth of YBW.



Erin Ewart represented Redwood Credit Union in presenting the realities of credit as it connects to personal life. Erin’s effective presentation of a personal inventory of finance, while she showed through example with vehicles on site that had been repossessed and once again on the sales market made the world of finance much more tangible for our participants. Listening to available options regarding selecting a vehicle to fit one’s budget rather than a vehicle that looks great but will stretch the budget to beyond its limits made good sense to our youth, leaving them well informed about the world of personal finance and purchasing that first vehicle.



Company members learned the importance of working as a team and the impact on a team if one person or “department” falls behind in their projected workload. Teamwork became the overall motto, driven by the importance of understanding corporate finance to achieve success. Personal life experience is key in making the work of YBW real for our youth. During YBW 2007 youth heard firsthand from a diverse group of community members their personal experiences, both

triumphs and lessons learned, in achieving a college education. The overriding theme to choose a career which connects passion and drive, community involvement and a sense of personal well-being was continually stressed by each presenter. Youth emerged from YBW stronger, more connected to the real world and with a vision for their next life steps and how to turn the vision into reality. Some activities highlighting the YBW 2007 journey were:

- Learning skills necessary to work as a team
- Making sound management decisions in business, which also translates to sound life decisions
- Building a new product from idea stage to reality
- Learning about credit and its impact on one's professional and personal life
- Preparing for and understanding both Marketing and Shareholder presentations
- Identifying and engaging with Venture Capitalists to enlist their financial support for student companies at YBW's annual Trade Show
- Making a sound presentation to our bankers who served as Credit Analysts to review the overall financial well being of each YBW 2007 company
- Presenting their overall business package, including a 30 second commercial, to a panel of judges for overall business and financial rating
- A greater knowledge and understanding of personal finance



As in the real world of business, YBW2007 also had some “fun and games” along the journey. The annual movie night where students lounged and watched “*Happy Feet*” while devouring homemade ice cream sundaes; the YBW Talent Show where Kurt Brotschi absolutely stole the show as a fantastic stand-up comic; and our “Dance Under the Stars”, DJ’d by our very own Carlos Mojica Jr. and his father Carlos Mojica. The floors of the Commons at Sonoma State University bounced to the rhythms of the music our professional DJ’s provided gratis to YBW 2007 participants. Youth worked hard, slept little, and learned a great deal.

YBW2007 provided our youth the toolkit for personal and professional success, which they will carry forward in their life’s journey. Following are some photos and comments from our YBW 2007 alumni.



“My parents signed me up. I had no clue what I would be going to but gained new friends and insight about jobs and opportunities for my future.”



“I was always thinking I wanted to go into business. Now I know for sure I am going to have a career in business and own my own start-up company.”



“It’s challenging for girls in the world today. I wanted to be able to take advantage of this good opportunity that would put me ahead of my competition. I learned how to do that at YBW.”

“I learned that even though we all come from different groups and backgrounds that away from school we can all get along, have fun together and make lasting friendships. Hurrah for YBW.”



“I didn’t want the week to end. Why is it so short? I am going to miss this experience so much and yes, I will be back for the Student Leadership Team.”

**SCHEDULE:**

Students attending YBW 2007 had very little free time. From the schedule below our readers can see youth were engaged in a “fulltime YBW job”, with overtime included, from the day they arrived until

Sunday		Monday		Tuesday		Wednesday	
11		12		13		14	
Getting to Know You		Sales, Marketing, and Branding Food, Appointments, and Local		Entrepreneurship & Family Business Career Choices, Community Development		Financial Literacy Finance	
Staff	Students	Staff	Students	Staff	Students	Staff	Students
		7:00 Office opens	7:00 Wake up	7:00 Office opens	7:00 Wake up	7:00 Office opens	7:00 Wake up
		1:00-4:00 AM Breakfast	8:00-10:00 Breakfast 2/Network Dining Hall	7:00-11:00 AM Breakfast	8:00-10:00 Breakfast 2/Network Dining Hall	7:00-11:00 AM Breakfast	8:00-10:00 AM Breakfast
UBCA Unleashed! Our Youth Empowerment Forum	8:00-9:00 Company Meeting 22 Break-Out Rooms	8:00-9:00 Company Meeting 22 Break-Out Rooms	8:00-9:00 Company Meeting 22 Break-Out Rooms, 600 Side 00	8:00-9:00 Company Meeting 22 Break-Out Rooms, 600 Side 00	8:00-9:00 Company Meeting 22 Break-Out Rooms, 600 Side 00	8:00-9:00 Company Meeting 22 Break-Out Rooms	8:00-9:00 Company Meeting 22 Break-Out Rooms
	8:00-10:00 General Assembly Understanding Our Selves, Introduction to Financial Planning Manual	8:00-10:00 General Assembly Understanding Our Selves, Introduction to Financial Planning Manual Meetin' The Co-ops	9:00-10:00 Women in Business/Meet in Business	8:00-10:00 Women in Business/Meet in Business	8:00-10:00 General Assembly Defining & Setting Goals ... Co-ops	8:00-10:00 General Assembly Defining & Setting Goals ... Co-ops	8:00-10:00 General Assembly Defining & Setting Goals ... Co-ops
WSS and Student Mentor Awards/Raffle Announcements	10:00-11:00 Company Meeting 22 Break-Out Rooms	10:00-11:00 Company Meeting 22 Break-Out Rooms	11:00-12:00 Lunch 72-00 - 101 - Snacks with Announcements - A New Entrepreneur	11:00-12:00 Lunch 72-00 - 101 - Snacks with Announcements - A New Entrepreneur	11:00-12:00 Company Meeting 22 Break-Out Rooms	11:00-12:00 Company Meeting 22 Break-Out Rooms	11:00-12:00 Company Meeting 22 Break-Out Rooms

their final hours at YBW 2007. Again, this provided insight for our participants into what the real world is like and the demands a career can put on an individual and the importance of establishing timelines, priorities, and delegating!

### **YBW 2007 BUSINESS ADVISORS:**



Key to the success of YBW 2007 were our Business Advisors. The Business Advisors, as mentioned previously, served as coaches, mentors, guides and overall company cheerleaders during the YBW residential program. Company members and their Business Advisors, for the most part, had not previously met, however bonds were quickly formed and the role of the Business Advisor became evident to each company member. YBW 2007 Business Advisors were talented and spirited folks who knew when to bring humor into tense situations as the stress, pressure from timelines, and competition gained momentum over the week. Our Business Advisors kept company members focused and on track as they moved through the multitude of tasks set before them. The Board and Staff of Youth Business Week wish to acknowledge and

appreciate the following individuals who gave a week of their time to support our youth on their journey of learning, creativity, and enlightenment.

**Mr. Chris Kitterman, Mr. David Barr, Ms. Chasen Hannen, Ms. Krystal Mincey, Mr. Bruce Jenkins, Mr. John LeBarr, Ms. Danielle Javardi, Ms. Karen Dennis, Mr. Julian Orozco, Mr. Dave Imoto, Ms. Lucy Lucchesi**

To all of our 2007 Business Advisors we are eternally grateful for their support, encouragement, insight, and guidance over the course of the YBW week and this past year.

### **COMPANY SPONSORS**

Youth Business Weeks depends on our local businesses, donors, sponsors and foundations to make the YBW dream a reality for all involved with our program. YBW company sponsors for 2007 were:

**The Press Democrat**



**Hatfield Family Foundation**



**Wells Fargo Bank**



**Washington Mutual Bank**



**Pacific Gas and Electric Company**



**Sonoma County Employer Advisory Council**



**Sonoma County Office of Education – ROP Programs**



**Sonoma County Office of Education – Board of Trustees**



**Sonoma County Office of Education – Superintendent**



## **Gallo Family Vineyards**



YBW 2007's Company Sponsors are committed to the impact this program has on the lives of Sonoma County's youth. With their support they not only provide the financial assistance each team needs but also model to each company member the importance and the necessity of giving back to the community while experiencing firsthand the positive impact this giving has overall on community wellbeing.

### **OUR DONORS:**

The following individuals, businesses, and foundations have made it possible for YBW to have such a tremendously successful year. Our donors, along with our volunteers, are the mainstay of Youth Business Week. Their ongoing commitment to supporting youth development while fostering an overall understanding of corporate and community financial literacy will have lifelong impacts on our youth and the health of Youth Business Week. The Board, staff and youth participants of YBW gratefully acknowledge and appreciate the following donors for their support and partnership:

*International Institute of the East Bay  
West America Bank  
Safe-Bidco  
Foundation for Financial Literacy  
State Compensation Ins. Fund  
Barry Nitzberg  
SCOE-SCOE Board  
Sonoma County Employer Advisory  
Council  
PG&E  
Medtronic Vascular  
Denbeste Management Company  
Patsy West & Kevin Engler  
The Bouligny Group  
Denbeste Transportation, Inc.*

*Keegan & Coppin Company  
The Hatfield Family Foundation  
First Community Bank  
Tellabs Petaluma, Inc.  
Oak Grove Construction Company*

*Redwood Credit Union  
Simons and Woodard  
Gallo of Sonoma  
Medtronic Vascular  
Adventure Connection  
JM & E. Chess  
Memorial Hospital*

*Carle, Mackie, Power & Ross LLC  
Kaiser Permanente  
John Lowry  
Sonic.Net, Inc.  
Washington Mutual  
Stuart Foundation  
Oakmont Kiwanis Club  
State Farm Insurance Companies  
Foundation  
Bill Nordskog  
Active 20/30 Club of Santa Rosa  
Wallach Glass Studio  
Prunuske Chatham Inc*

*Empire Floors  
Sonoma County Office of Education  
NorCal Engineering Contractors Assn., Inc.  
Ellen van den Berg  
Ben G. Stone  
Exchange Bank-Steve Herron  
Michael T. Carlson  
Patricia Boblitt  
Northern California Black Chamber of  
Commerce  
P&L Specialties  
Connie Bradley  
Sebastopol Sunrise Rotary  
Santa Rosa Oddfellows Lodge  
The North Bay Business Journal*

*Wells Fargo  
Clem Carinelli  
Bob & Rebecca Gallagher  
Black Chamber  
Finley Foundation  
Wachovia Securities  
Ghilotti Brothers Construction  
Santa Rosa Recycling  
  
Pamela Quillin  
La Tortilla Factory  
Dave Barr  
The Press Democrat  
Sonoma State University*

#### **OUR VOLUNTEERS:**



Youth Business Week is a small non-profit (one fulltime employee, our Executive Director). As such, YBW depends in great measure on the dedication and commitment of our generous volunteers to make the YBW organization run as smoothly and efficiently as it does. From providing food for our interns, to sorting supplies for the weeklong residential program, to inventorying what we have and still are in need of, to participating on a panel of judges or as a credit analyst or venture capitalist, or just showing up at the YBW office and offering to help...as well as our speakers and presenters during the YBW residential program and to our Student Leadership Team...we honor our devoted cadre of volunteers. Over 250 volunteers worked tirelessly over the past year in many different capacities to allow the YBW machine to continue to operate and have a positive impact on youth. This core group of volunteers continues to grow as word spreads about the importance of the YBW program. There are not enough words to express the impact our volunteers have on our program. Thank you just does not seem to be sufficient!

#### **YBW 2007 INTERNS:**

A dedicated core of Student Interns who are alumni of the 2005 and 2006 YBW programs enhanced this year's Youth Business Week. These interns gave up their weekends, evenings and winter and spring breaks to make sure each of the elements for YBW 2007 were ready, precise, and well prepared. Their insight into "what works, what doesn't" went a long way in fueling this year's program and allowed YBW staff to think outside the box to add some very innovative and creative touches to this year's program. The Men's Circle and Women's Circle,

as well as their experience at a residential program and the input to create a successful residential program were all due to their insight. Thank you for giving of yourselves effortlessly and tirelessly!

*Ashley Rowland, Lauren Krickl, Erik Pratt, Blake Simon, Allison Rudd, Anjali Rao, Claire Williams, Ridhi Goswami, and Carley Brown.*

A program is only as great as it's staff and volunteers. Essential to the staffing of a residential program for youth are the Residential Advisors who provide safety and support to our youth while they are with us in the evenings and overnight. Once again, YBW was blessed with a dedicated and elite core of Residential Advisors who gave much more than was required of them and enhanced the safety and well being of all YBW participants. And, the best reward for YBW is that they are all willing and excited about participating in YBW 2008!



*Nico Reyes, Cassi Olivares, Juan Carlos Balandron, Refugio Mata, Audrey McElroy, Jenny Ha, Sandy Wai Cheung, Ashley Rowland, and Josette Dorego*

#### YBW BOARD OF DIRECTORS:

As a small organization much is required of our Board. The following group of individuals have made it possible for YBW to continue to grow and thrive. Their commitment, dedication and overall willingness to support youth are evident in the ways in which they continue to seek new and creative ways in which to *Empower Teens For Success.*

#### YBW 06/07 Board of Directors

Bruce Jenkins, Chairman; Stephen Jackson, Treasurer; Ellen van den Berg, Secretary; Kenya Todd Sarabi, Rebecca Gallagher, Bill Nordskog, Dave Barr, Cindy Dittman, Meredith Johnson, Forrest Jinks, Ashley Rowland, Lauren Krickl, Ridhi Goswami

#### YBW 06/07 ADVISORY BOARD

Dr. Carl Wong, Dr. James Robertson, Simon Inman, Marianne Brown, Angie Grainger, Ben Stone, Curt Wheeling

#### YBW 2007 HIGH SCHOOL ROSTER:



The following Sonoma County High Schools were represented at YBW 2007. YBW gratefully acknowledges and appreciates all faculty, staff, and community members who supported our student recruitment efforts, which allowed youth to participate in this fantastic experience.

**Analy High ~ Montgomery High ~ El Molino High ~ Abraxis Charter School ~ McBride High ~ Airway Community School ~ Casa Grade High ~ Laguna High ~ Technology High ~ Petaluma High ~ Rancho Cotati High ~ El Camino High ~ Sonoma Valley High ~ Piner High ~ Santa Rosa High ~ Elsie Allen High ~ Maria Carrillo High ~ Mesa High ~ Cloverdale High ~ Windsor High ~ Geyserville High ~ Healdsburg High ~ Cardinal Newman High ~ Ursuline High ~ St. Vincent's High**

#### **YBW STUDENT LEADERSHIP TEAM:**



A new component was added to the 06/07 Youth Business Week program. Witnessing the overall impact YBW has on youth, the YBW Board and staff felt it imperative to continue our work throughout the school year to continue to enhance and support the basic tenets and principles of the YBW program. As such, the YBW Student Leadership Team was formed and over 40 students participated during the 06/07 school year. From this group nine YBW alumni were selected to serve as student interns for the YBW 2007 program.

The Student Leadership Team met monthly from September 2006 through June 2007. Focused on continuing to learn about effective tools to enrich career opportunities and college preparation, professionals representing a wide array of professions from medical, to technology, to hotel and restaurant, to construction, to international business spoke with our SLT members and shared their personal stories of career and community. SLT members also participated in a variety of community service activities as well as preparing documents for the YBW 2007 program.

All alumni of the YBW 2007 program will be invited to participate in the SLT, the first meeting, which will occur September 19, 2007. All 07/08 Student Leadership Team members will participate in a Ropes Course team-building day early in October, which will allow us to move forward as a connected group striving to have an



**impact on our community.**

**Finally, this has been a year of growth of Youth Business Week. We launched our Student Leadership Team, held an extremely successful residential program at Sonoma State University and have become the flagship program supporting student learning and community involvement. None of this would have been possible without the support, encouragement and creativity of our volunteers, donors, sponsors, board, and belief by our community that our youth do count and are the future of Sonoma County. YBW 2008 promises to continue to bring renewed education, information, advice and support to youth as the career pathways open their doors to each and every person involved with the Youth Business Week program.**