ENTREPRENEURSHIP PROMOTION PROJECT
Find Your Inner Entrepreneur
Kimberly High School DECA Chapter
Kimberly High School
W2662 Kennedy Ave
Kimberly, WI 54136
Marc Busko
(12/12/10)
Table of Contents

I. EXECUTIVE SUMMARY .............................................................................................................. 1

II. INTRODUCTION .................................................................................................................. 2
   A. Description of the local DECA Chapter............................................................................. 3
   B. Description of the school and community..................................................................... 4

III. MANAGEMENT OF ACTIVITIES TO INFORM CHAPTER MEMBERS......................... 5
   A. Purpose of the activities..................................................................................................... 6
   B. Planning and organization of learning activities.............................................................. 7
   C. Implementation of activities............................................................................................. 8-9

IV. MANAGEMENT OF ACTIVITIES TARGETED AT OUTSIDE AUDIENCE...................... 10
   A. Purpose of the activities..................................................................................................... 10
   B. Planning and organization of activities........................................................................... 11
   C. Implementation of activities............................................................................................ 12-13

V. EVALUATION AND RECOMMENDATIONS ....................................................................... 14
   A. Evaluation of campaign parts III and IV........................................................................ 15
   B. Recommendations for additional new activities for future campaigns....................... 16

VI. BIBLIOGRAPHY .................................................................................................................... 17

VII. APPENDIX ............................................................................................................................ 18-29
I. EXECUTIVE SUMMARY

Entrepreneurship is the cornerstone of economic and social progress of the United States. My name is Marc Busko and I am a senior at Kimberly High School in Kimberly, Wisconsin. I am an entrepreneur. For the past two years, I have been developing a teen health/supplement product. I am in the developing stages of my professional business plan and hope to have my business off the ground by 2013. It has been a great learning experience that I’ve enjoyed sharing with others.

Entrepreneurs are needed now more than ever! They play a vital role in economic development; they build communities and are key contributors to technological advancements as well as overall advancement.

My passion lies in entrepreneurship, and promoting entrepreneurship to all different types of audiences. I see myself as an entrepreneur and nothing else. I am driven, determined, positive and energetic! Due to the fact that I am a senior this year and a leader throughout my high school and community, I felt that it was my duty to educate a collection of individuals on entrepreneurship and allow them to discover this career path.

The overall objective of my campaign was to produce activities and workshops that educated students, faculty, small business owners, and community members about entrepreneurs and entrepreneurship. Showing the benefits and thrills of cultivating your own business, along with how to write a professional business plan, and resources individuals can take full advantage of.

I started my campaign during National DECA Week with entrepreneurship trivia each morning on our video announcements, and my “Find Your Inner Entrepreneur Workshop.” This workshop was targeted towards current Kimberly DECA members. I wanted to introduce entrepreneurship to our members. I covered characteristics entrepreneur’s posses and what being an entrepreneur entails. The workshop spanned 45 minutes with ten minutes of questions concluding the workshop. I had 35 students participate throughout the workshop.

My other two very important workshops were targeted towards small business owners and community members. I reached out and targeted small business owners in the Fox Valley area who had just begun business or were struggling to start one. I facilitated a workshop for small business owners titled “Grow Your Business in More Ways than One,” educating business owners on social media, the promotional mix, and current trends to consider. The other workshop was targeted toward anyone in the Kimberly area. I invited community members, teachers, and former KHS students. This workshop titled, “Re-discover Entrepreneurship” was an introduction into entrepreneurship, with a PowerPoint presentation and a question and answer session.

After the completion of my workshops, I sent out two press releases, detailing my general campaign and the workshops I facilitated to local newspaper agencies including The Times Villager and The Post Crescent. The Times Villager published my press release, and I received many compliments.

One of the major highlights of my campaign was being the guest host on BIZ Talk, a business talk show aired on WHBY 1150 AM. I was able to inform over 3,000 listeners about my campaign, workshops and the overall importance of entrepreneurs. It was a great experience!

In light of being a guest host on BIZ Talk, I was also approached by Arbitrage Magazine, a business magazine based in Toronto, Canada. They heard about my campaign and workshops through my Twitter account and wanted to publish an article about my work as a high school entrepreneur and how I was doing something very original by promoting entrepreneurship to students. I was thrilled at the opportunity, and within three days, the article was the most viewed page on their site.

I believe my campaign had a great impact on the student body of Kimberly High School, faculty members, local business owners, and community members. I impacted many students and parents through my workshops, and presentations. It helped me to grow as an entrepreneur and sparked even more excitement for my business plan!
II. INTRODUCTION

A. Description of the local DECA Chapter

The Kimberly DECA Chapter is one of a kind! With membership growing to over 230 members this year, we have been able to grow in more ways than one. Our DECA Chapter relies on the six elected officers to conduct our meetings and to organize various events.

This year, one of our focal points was to participate and be more actively involved in community service projects throughout the year. We adopted a highway this past summer; we are operating and organizing events through the American Red Cross, and we are helping students during the holiday months by adopting a family and holding donation days for clothing items and goods.

With so many members, we focus heavily on getting to know each and every member and helping them expand their network. We integrate our marketing curriculum into our DECA Chapter meetings and events. The structure of our DECA Chapter is one of combined leadership; our Chapter President and Chapter Officers work together on every task, and no one officer is above the rest. This helps us keep order in the leadership roles and run a smooth and productive chapter.

We have a rich tradition of DECA success that continues to our administrators and teachers here at Kimberly High School. Mr. Rietveld, our current Principal, was a former marketing teacher at Kimberly High School. He is constantly impressed with our work within our school and community.

Each year, the Kimberly High School DECA Chapter sends 20 or more students to the State Career Development Conference in Lake Geneva, Wisconsin. Our competitive
accomplishments include: Gold Chapter Certification year after year, School Based Enterprise Gold Level Certification for the International Career Development Conference since 2004, and multiple students have placed and competed with the best and brightest that DECA has to offer.

My personal experience with DECA as been everything that I could have dreamed. DECA has provided me with the tools and skills to compete in a global marketplace. Through DECA, I have learned about the importance of goal setting and time management. I have become a better presenter and found my career calling. DECA has inspired me to become an entrepreneur and go for my dreams in life. Currently, I am developing my professional business plan and overall product. I hope to have my teen health product off the ground within 2-5 years. Without DECA I would not have found my true passion in life, which is entrepreneurship.

B. Description of the school and community

Welcome to Kimberly, Wisconsin, population 6,146! Kimberly is a quaint community located in the heart of the Fox Cities Area. There are approximately 2,500 households and 1,600 families residing in the village. The median resident age is 35.4 years. The racial makeup of the village is 97.0% White/Non-Hispanic, 1.0% American Indian, and 0.7% Hispanic.

Demographically, Kimberly is not a very diverse community.

Residents looking to travel to a big city don’t have to go far; Appleton is only 3.2 miles from Kimberly. Milwaukee is just 86.3 miles away, and the Windy City is 171.2 miles away from Kimberly. If you’re looking for a job in the Kimberly area, the paper industry or the health care field are the two most common, but with the mill recently closing down, many people are currently out of work. A large majority of the displaced employees haven’t found jobs yet.
Fortunately, the health field keeps growing and growing, providing employment for many recent graduates in the area.

The area’s Friday night lights addiction has made most folks here stop all chores, homework, and video games and travel to Papermaker Stadium to watch the Kimberly Papermakers Varsity Football team. The team has won the Division 2 State Title two years in a row, last year they were defeated in the State Championship. This year, they look to get back atop and play for a State Championship. There has always been a history of success at Kimberly High School, not just in athletics but in the classroom as well. There is a very high level of support and pride in the local athletic programs. Residents here work hard for a living and are very honest, nice people. They respect people’s ideas and views. Most importantly, they respect everyone equally. It is an open, accepting, and progressive community.

Kimberly High School was recently named to NewsWeek: Americas Top Schools List this year. A school built on a reputation for excellence strives for improvements each year, with top notch staff and students that are driven to succeed in all areas of life. Kimberly High School’s comprehensive curriculum includes numerous advanced and accelerated courses that allow students to further their education and become the best student they can be. With 101 certified teachers on staff, each and every teacher is willing to help a student in any way. The school itself has “gone green,” with Wi-Fi available to every student, printers that print double sided and also incandescent light bulbs that reduce the overall costs of the building. The overall atmosphere at Kimberly High School is one that is open and inviting to every student! I feel privileged and honored to be a student here at Kimberly High School!
III. MANAGEMENT OF ACTIVITIES TO INFORM CHAPTER MEMBERS

A. Purpose of activities

The overall objective of my campaign was to produce activities and workshops that were targeted towards Kimberly DECA members informing them of the ever interesting entrepreneur, to educate students on what entrepreneurship is, what it entails, and to illustrate the opportunities available by becoming an entrepreneur. Entrepreneurs are some of the most important people in the world today. They are the creators of jobs, the go getters, and the risk takers. Entrepreneurs are needed now more than ever! Entrepreneurs play a vital role in economic development as key contributors to technological innovation. Entrepreneurs help build communities in ways such as providing jobs, conducting business locally, creating and participating in entrepreneurial networks, investing in community projects, and giving to local charities. Realizing both the economic and social impact of entrepreneurship, many states and local communities have implemented aggressive strategies aimed at cultivating and nurturing entrepreneurs.

I believe students need to know that entrepreneurship is an option during high school and throughout college. I felt that through my experience as an aspiring entrepreneur, it was my duty to promote entrepreneurship to students at Kimberly High School. My passion lies in entrepreneurship! I want students just like myself to experience what I’ve experienced these last two years. I hope to show students the thrills of cultivating an idea and implementing it into a professional business plan. I want students to take their product or service to the market and compete with other companies. I want students to find a passion in life and pursue that passion with relentless drive and determination.
The main purpose of my first workshop which was titled, “Find Your Inner Entrepreneur” was to inform students of what an entrepreneur truly is. After taking a survey that was distributed to all Marketing 1 and 2 students, I found that almost 70% of the students did not know what an entrepreneur was. Nevertheless, I found that students had entrepreneurial ideas in their minds and wanted to put those ideas into an action plan.

Throughout the workshop, I stressed the important characteristics that entrepreneurs posses which include: leadership traits, drive to succeed, relentless approach, hard working, confidence and determination.

My second workshop was more heavily focused on social media and the social networking side of small businesses. I wanted to educate students on the transformation of the internet and social media marketing and the affect it can have on your marketing plan as an entrepreneur. I wanted to show students how small and large business alike are using social media to market their products or services to a worldwide audience and that the students can take these techniques to use, to market themselves on various social networking sites like Facebook, Twitter or Linkedin.

Students need to know about Web 2.0 and all the different kinds of social media that are available with the click of a mouse. I also took time to discuss the dangers of social media and about posting inappropriate pictures or status updates. I then proceeded to introduce the widely popular term “socialnomics” which was coined by Erik Qualman. The term refers to the transformation of social media and how to utilize social media within educational systems, small businesses and fortune 500 companies.

B. Planning and organization of learning activities
I contribute the vast participation from students of my workshops to social media! I was able to utilize Facebook and the Kimberly DECA Twitter account to reach out to students and inform them on my upcoming workshop. I created events on Facebook and sent it to all of my 1,323 friends. On Twitter, I sent out daily Tweets to all my followers asking them to come and participate in my workshops. This method was highly effective; within days of the posts about my workshops on Twitter, I had friends direct messaging me, asking about the details and when they could sign up! I had people re-tweeting my Tweets and telling all their friends to come down and hear Marc Busko speak about entrepreneurship! It generated quite the buzz around school; I even had teachers asking me questions about the workshops and if they could attend.

To plan the content that was going to be presented; I used a tool called an action plan. This helped me outline my overall big ideas of each workshop along with the key points of each big idea. I was able to create deadlines for each activity and topic and truly honor each deadline. The vast majority of my planning time came during extended learning. At Kimberly High School, we have a period of time (45 minutes) once a week (Wednesday) that students can use if they are struggling or just need extra help with a certain assignment. This was of great assistance to me because I was able to sit down with my DECA advisors and plan each workshop, allowing them to give their advice on what topics should be presented along with overall content preparation.

C. Implementation of activities

When National DECA Week came around my campaign was finalized! The week started off with entrepreneurship trivia. Each day of National DECA Week I went on our school’s video announcements and asked a trivia question to the students. The questions ranged from; what
entrepreneur started Pixar, to who is the wealthiest entrepreneur in the world. Students flocked to me to try to answer the questions. I received texts before I even finished reading the question on the announcements. Students loved this activity because it was something different and something that challenged them.

Next on my campaign was the “Find Your Inner Entrepreneur Workshop.” This workshop was an introduction to entrepreneurship and what an entrepreneur is. The workshop spanned 45 minutes with ten minutes of questions from the students. The workshop detailed what an entrepreneur truly is along with characteristics each successful entrepreneur carries with them. I also covered in great detail the importance of the entrepreneur.

Entrepreneurs are needed now more than ever! They are the backbone of this economy; they are the creators of jobs, and they are the innovators, the ones who aren’t afraid of failure. U.S. Today reports that today, 1/5 of college graduates can’t find a job. I shared this statistic with the students and especially the seniors cringed. Entrepreneurship is more popular now than it ever has been. Displaced workers are creating their own jobs and deciding on their own futures. Proceeding on, I told the students my entrepreneurial journey and how I stumbled into this world of entrepreneurship. I finished my workshop by challenging my fellow students to be different and be original! Follow your passion, and don’t let anyone tell you how you should live your life. I challenged them to rather than fear entrepreneurship and the risks associated with it, to embrace it as a challenge of a lifetime. At the conclusion of my first workshop, I had students fill out evaluations for myself to help me improve as a speaker and to grade the content presented.
What happened next made my year! I had 10 students out of the 35 that attended stay after and share ideas with me that they have never shared before. They desired to be entrepreneurs but never had the resources available to start and begin this journey. I was truly astonished by some of their ideas; they were freshman, sophomores, juniors and seniors who are going to change the world. I since sat down with each of them and helped them put together an action plan and get them off and running.

My other workshop, held a week later, described the social media side to small businesses and how small businesses use social media to promote their products, events, or services. I educated the students on Web 2.0 and how this transformation occurred and since transformed the way we work and do business on a daily basis. The students also really wanted to learn more about how Twitter worked and how to utilize the power of instant communication to communicate with business professionals across the world. I took them to my personal Twitter account and showed them how I communicate back and forth with professionals from New York City to Toronto, Canada. The major point I hit on was, it’s not about you, you, you. It’s about posting information that other’s find interesting and intriguing. I concluded my workshop with a short session on networking online and more importantly, off line. I had the students practice professional handshakes and how to approach a business professional. The students found this highly interactive as well as relevant.

Each and every year, entrepreneurs unite from across the world to celebrate Global Entrepreneurship Week. This is one week a year that is dedicated to entrepreneurs! This week was a crucial component of my campaign; the whole Kimberly DECA Chapter helped put on social gatherings and interactive presentations that were geared towards entrepreneurship. We
implemented activities that were featured in the November-December issue of DECA Dimensions, and lastly, we created an entrepreneurship mural that was displayed in my DECA advisors classroom. The mural showcased the student’s new knowledge of entrepreneurship and allowed them express their views on entrepreneurship.

IV. MANAGEMENT OF ACTIVITIES TARGETED AT OUTSIDE AUDIENCE

A. Purpose of activities

The overall purpose of my campaign towards my outside audience was to dive deeper into entrepreneurship and give them resources and tools for them to use in the real world setting. I educated teachers, administrators, current small business owners, displaced workers, and community members on the importance of entrepreneurship. I hoped to ignite their inner child again and show them the benefits of becoming an entrepreneur. I did this through two workshops, one geared toward community members and the other that was geared towards small business owners. Both workshops focused on what an entrepreneur truly is. The small business owner’s workshop differed because the individuals that participated already had the entrepreneurial itch. My job was to help advance their companies through areas that they were not already taking advantage of like social media, current popular trends for them to consider, and guerrilla marketing techniques.

B. Planning and organization of activities

The planning process for the outside audience was drastically different then the process to target students at Kimberly High School. I used brochures to promote my first workshop, which was targeted towards current small business owners in the Fox Valley. The brochures detailed the workshop and what topics we would discuss. I sent out 55 brochures to local
businesses and received ten responses. I was very pleased to have local small business owners take time out of their busy day to listen to me speak about social media, trends and guerrilla marketing. I also sent out press releases to the Times Villager and the Post Crescent. The Times Villager published my press release and helped promote my event through Facebook.

For my second workshop, I opened up my DECA advisors room to anyone in the community of Kimberly. I invited parents, staff and former Kimberly High School students. I sent out a brief letter asking community members to come and participate in my workshop, learn about the entrepreneur, and to learn about the value of buying local and supporting local business owners. Did you know that of every $100.00 dollars spent locally, $68.00 dollars comes back into the community?

C. Implementation of activities

My first workshop which was geared towards local small business owners was held on November 2nd. It was a great success; I had five local small business owners participate. The presentation was very heavily focused on social media and how to implement new and innovative tactics to have your customers find you on Facebook and Twitter. The business owners were very receptive and open to my topics and took back tools and resources for them to use in their day to day operations to help build their entrepreneurial venture. I decided to target small business owners because I know the importance of small business in Kimberly, Wisconsin. Many community members are very loyal to local businesses, and I wanted to give these owners small, insightful, helpful tips that will help them compete against larger companies.
Blogging is a great way to write about what you are doing each day and show your expertise in a certain field or area to millions of other bloggers. My blog entitled; “Entrepreneurship and DECA Advice” is where I write my follow-up reactions and responses from my workshops and events. I compose short essays that detail each workshop in grave detail. I also use my blog to promote our Kimberly DECA chapter to other bloggers who may not know what DECA is and show them the outstanding work our members are doing on a daily basis.

Two of my largest accomplishments came this past October when I was invited to be the guest host on WHBY BIZ Talk 1150 AM, and I was also featured in Arbitrage Magazine, a Toronto, Canada based publication.

When I received a call one afternoon from Jim Rosetti the host of BIZ Talk, I could not believe what I was hearing. He wanted me to be the guest host on BIZ Talk, which is a business radio talk show that airs each Saturday at 9 am. Mr. Rosetti heard about how I was promoting entrepreneurship to high school students through interactive workshops and presentations. He wanted me to tell my entrepreneurial journey to over 3,000 listeners and also explain how I was promoting entrepreneurship to high school students.

It was a once in a lifetime experience; we had listeners call in and congratulate me on my initiative and drive to promote a career choice that isn’t easy to pursue. Listeners wanted me to present to their high school students, and business organizations wanted copies of my power points! I could not be thankful enough for such a great opportunity; it was a great way to publicize my overall campaign and also publicize Kimberly DECA.
My other experience was just as memorable. At the beginning of October, I wrote a press release detailing my campaign and workshops and decided to send it to multiple magazines across the United States. The way I contacted each publication was unique in itself. I used Twitter to contact each magazine! I sent Tweets out to Arbitrage Magazine, Entrepreneur Magazine, Inc. Magazine and Grasshopper Group. Each publication was surprised on the nature of contact, but it excited each one, and they all asked me to send a copy of my press release to them immediately. I had each magazine send me a follow up email or Tweet and expressed interest in my campaign and overall entrepreneurial drive! Arbitrage Magazine published my article a week later, and within three days it was the most viewed article on their site, with over 300 views! Students were contacting me through Twitter and Facebook wanting to be friends and hear my story. It was another great way to show the whole world what a student in Kimberly, Wisconsin was doing to educate students on the principals of entrepreneurship. The other magazines expressed interest as well, Entrepreneur Magazine wants to write a full page article about my journey later this year. Grasshopper group emailed me and is willing to fly me out to New York City to write a full page article on my campaign and to have me speak to students just like myself!

My second workshop, which was targeted towards community members and the general public, was another very successful workshop. I had community members, students, and staff attend. I focused more on the entrepreneur and the overall importance of entrepreneurship here in Northeast, Wisconsin. I wanted to show; especially to parents that entrepreneurship is an option in high school as well as after college. I influenced parents to talk to their son or daughter about entrepreneurship and to describe the benefits of owning your
own business. I had over 45 minutes of questions relating to my business venture, entrepreneurship in general, the current economic state, and what we have to look forward to as far as technology and trends.

At the conclusion of the workshop, I had parents and staff sign up to receive a newsletter about entrepreneurship and to allow me to go further in depth discussing the entrepreneur! I sent out (via email) over 25 newsletters. I talked about Global Entrepreneurship Week and New York Entrepreneurship Week as well.

What students like is hearing a success story that they can relate to. Last year, at DECA State, I met an entrepreneur just like myself. His name is Mike Bernard, and he is the founder and president of Mobile Divers, a Wisconsin based diving program on wheels. He started his business when he was 18, and he is one of my mentors. He helps me on a weekly basis with insightful tips and resources of which I take full advantage. I decided to reach out to Mike and have him present his story to our four marketing classes in the near future. He is scheduled to speak at the end of January. I believe bringing Mike Bernard in and allowing the students to hear a true success story that they can relate to will help influence my key points that I have been reiterating to students throughout the first semester.

V. EVALUATION AND RECOMMENDATIONS

A. Evaluation of campaign parts III and IV

The best way for me to evaluate my campaign and its effectiveness is to use an S.W.O.T. analysis.

S-(Strengths)

-Lots of student involvement.
- Very positive feedback from students, teachers, community members, press.
- Generated lots of publicity for our school and our Kimberly DECA Chapter.
- Informed many individuals about entrepreneurship as a career.

W- (Weakness)
- Date of Community workshop was during state elections, which factored into the attendance of the workshop.

O- (Opportunities)
- Network with entrepreneurs throughout the Fox Valley.
- Teach students about entrepreneurship.
- Network with high school entrepreneurs from around the Fox Valley.
- Market my own brand to business professionals
- Show my knowledge of entrepreneurship to students, teachers and local business owners.

T- (Threats)
- So many other events going on in community, some parents, and business owners could not commit to certain workshops.

B. Recommendations for additional new activities for future campaigns

In terms of looking ahead to future campaigns at Kimberly High School, I plan on passing the torch to upcoming entrepreneurs and DECA members like myself. One activity/event that I found to very intriguing was an “Entrepreneur Day” at Kimberly High School. I want to bring in 25-30 entrepreneurs from around the Northeast Wisconsin area to talk to the students of Kimberly High School. It would be an all day event and would take place in our gymnasium. The entrepreneurs would talk to the students about their personal journeys and also describe the
business they currently operate. The students would be in groups and would rotate after 5-10 minutes at each entrepreneur. Along with the presentations from the entrepreneurs, the students would participate in leadership activities and have chances to win ipods or ipads. The event would be funded by local donations and private donors.

Another activity I would like to see hosted at Kimberly High School would be Virtual Business Plan Simulation. Students interested in entrepreneurship would be able to start writing the most important document in small business, the business plan. Students would be taught from a professor from the University of Wisconsin Fox Valley. This four week course would help students develop a base from their eventual professional business plan.

One activity that I want to be a part of my legacy at Kimberly High School is to have an Entrepreneurship class implemented into the Kimberly High School curriculum. My DECA advisor and I are currently working on a course layout to present to the school board next school year. This class would be an introduction into entrepreneurship and would teach students how to write a business plan. It would outline all the steps needed to start and run a successful business and would help develop the future entrepreneurs of America!

My ambitions have led me to create a Youth Entrepreneur Club of the Fox Valley. Starting this upcoming summer, I will be recruiting passionate high school students who are innovators in their high schools and communities. I want to bring together students who are passionate about entrepreneurship and want to cultivate their ideas into reality. In terms of funding the group, I will be applying for grants through the United Way of the Fox Cities and also other outlets. My goal is to have 20-30 members that are committed to changing the world!


VII. APPENDIX

Find Your Inner Entrepreneur Workshop

Radio Show on 1150 WHBY AM

What is Entrepreneurship?

- "A way of thinking and acting that is opportunity-obsessed, holistic in approach and leadership balanced. For the purpose of wealth, creation and capture."—Babson College

Presentation to Marketing Class
Radio Show with Mr. Rosetti on WHBY 1150 AM

Community Member's Workshop

Signage from Global Entrepreneurship Week and New York Entrepreneur Week!
Marc Busko is an aspiring entrepreneur and a senior at Kimberly High School. He is the Kimberly DECA Chapter President and an active member in DECA and marketing classes. His entrepreneurial idea is to create a protein bar that is targeted towards teens. It is still in its developing stages. He took first place at DECA State for Entrepreneurship: Creating your own business, and also 4th place at the International Conference in Louisville, Kentucky.

“Entrepreneurship is my passion, it’s what I want to do after I graduate high school.” -Marc Busko

**Who is Marc Busko**

Kimberly High School
DECA

**Why Participate!**

-A **free** three session workshop that will:
-Optimize your use of social media.
-How to implement that marketing plan.
-The importance of public relations and major trending topics in the wide world of business.
-YOU will leave each session with resources, handouts and ideas that you can apply to your business.
-I challenge YOU and your employees to Go For It and take these topics and apply them to your business. I guarantee you that if you attend these sessions, you will see the results in more areas then one!

Grow your Business in More Ways than One

-Workshop conducted by Kimberly High School Marketing and DECA Student: Marc Busko
-Workshop Topics:
-Expand your network
-Implement your marketing plan
-The importance of public relations and major trending topics to consider

Register for all 3 sessions at smallbusinessowners.com
Session Times, Dates and Location

All Sessions are conducted in room 2044. As you enter Kimberly High School, take the main stairs in the commons up to the second floor. Take your first right through the double doors and the classroom is located on your right hand side.

Session Times/Dates

-Social Networking-
October 19th, 2010 from 6:30-7:30 pm

-Recharge your Marketing Plan-
November 9th, 2010 from 6:30-7:30 pm

-The Importance of Public Relations and Trends to Consider-
December 7th, 2010 from 6:30-7:30 pm

If interested in sponsoring this Entrepreneurial Promotion project, or having your logo on an entrepreneurship T-shirt, please contact Mrs. Jessie Warner at: jwarner@kimberly.k12.wi.us

Kimberly High School

Mark Depar

W2662 Ken
Kimber
Join Kimberly DECA in celebrating

**Global Entrepreneurship Week**

When: November 15-21, 2010

See what millions are talking about across 6 continents

Last year 18,277 organizations planned events during Global Entrepreneurship Week

Kimberly DECA Meeting on November 17th

Join the MOVEMENT
Mr. Brinkmann,

My name is Marc Busko and I am a senior at Kimberly High School, I am an active member in many organizations throughout our High School including; DECA, Promise Makers, and the Fellowship of Christian Athletes. I also am an active volunteer in our community through the United Way and American Red Cross. I am very passionate about giving back to a community who has given me so much in return.

But the organization I am most passionate about is DECA. DECA is an association of marketing students who explore careers in marketing, finance, and entrepreneurship through interactive trips and conferences. We are also very active in our community and give back to many organizations. Members of DECA have the opportunity to attend ice cream socials, pizza parties and other fun events throughout the year. One of the highlights of the year is our competitions that DECA members can participate in. There are three different competitions each year starting with DECA Districts which is held at Kimberly High School, students can participate in over 80 fields that relate to marketing, finance and entrepreneurship. This year I was elected DECA President of our Kimberly DECA Chapter. It was an honor to be selected by our marketing teachers.

For my competitive project topic this year I chose to promote entrepreneurship throughout our community, schools and at local businesses. The Entrepreneurship Promotion project involves informing students and parents about the importance of entrepreneurship in our economy. Exposing young students at an early age to entrepreneurship is key.

I would like to have the opportunity to share my excitement with your students. I would like to propose an entrepreneurship experience for your J.R.G. students. I would like to offer students the chance to participate in a fun and entertaining workshop that informs them about leadership and entrepreneurship. I would like to work with you to find a time that I could offer this experience to your students. I would like to spend about an hour with your students sharing information on leadership, making good choices, and career possibilities in the area of entrepreneurship! This presentation will be led by myself, along with some help from Jessie Warner, our Advisor and Marketing Teacher, as well as senior DECA members to assist in facilitating. I would like to offer this experience to your students sometime between now and the month of December. I would like to target 7th or 8th grade students. I am somewhat familiar with your schedule but need your help to determine the appropriate time to work with your students. Your help in this would be very much appreciated!

The reason why I am so passionate about entrepreneurship is because I am an aspiring entrepreneur myself, I have been working on creating a product for 2 years now and it has come along way. From a joke one day to an actual product that young adults would devourer. I am confident that my product will be a success. After I graduate I hope to have my business up and running within 2-5 years.

If you would like to contact me or my marketing teacher about times that work and dates that work, you can mail me at BuskoBar@gmail.com or contact Jessie Warner at jwarner@kimberly.k12.wi.us
Entrepreneurship Trivia

Questions and Answers

1. Who was the entrepreneur who started Pixar?
   Answer: Steve Jobs

2. What entrepreneur was the most outstanding woman in business in the 20th century?
   Answer: Mary Kay Ash

3. What entrepreneur moved to California when he was 17 to skateboard and invest into skateboarding companies?
   Answer: Rob Dyrdek

4. What famous entrepreneur came from rags to riches with his FUBU clothing line?
   Answer: Daymond John

5. Who is the wealthiest man alive? What is he worth?
   Answer: Carlos Slim Helu, $53.5 Billion
FOR IMMEDIATE RELEASE

Promoting Entrepreneurship at the High School Level: Kimberly High School
Marc Busko
N434 Maple Ridge Dr.
Appleton, WI 54915
Phone Number- 920-284-9216
E-Mail- BuskoBar@gmail.com

The one thing the world needs now more than ever is the ever interesting entrepreneur! My name is Marc Busko and I am currently a senior at Kimberly High School in Kimberly, Wisconsin. I am the Kimberly High School DECA President (An Association of Marketing Students). I love to volunteer for organizations that include; the United Way of the Fox Cities and the American Red Cross.

This year I began a journey to promote entrepreneurship to students within my high school. I used a variety of methods to get the students fired up about entrepreneurship including; facilitating workshops that detailed entrepreneurship and helping students find their inner entrepreneur. Surveys, which asked students to demonstrate their knowledge of entrepreneurship and also presentations to Marketing classes throughout the school.

I feel that especially high school students should know the benefits of entrepreneurship, and that entrepreneurship is an option during high school and throughout college rather than just post secondary education. Students need to learn about the benefits of entrepreneurship in our society. We need to start implementing classes that help students develop business plans or teach them about the principals of the free enterprise system.

Entrepreneurs are truly the backbone of this society; they are some of the most important individuals in America! They are the ones who will help this economy turn back around; they are the innovators, they are the thinkers, the doers and the ones who aren’t afraid to risk it all! Entrepreneurship is truly the American dream!

Within our current economic crisis, a very daunting statistic that states: 1/5 of all college students are unable to find a job after completing college. This statistic is staggering and freighting to students. With the thousands of dollars in student loans to pay back. Students now need that competitive edge to thrive! And what better way to thrive then to become an entrepreneur!

Recently I appeared as a guest host on WHBY 1150 am BIZ Talk discussing entrepreneurship at the high school level, as well as my own journey. I stressed the importance of goal setting, determination, passion and getting involved early on in high school. I hope my enthusiasm for entrepreneurship will ignite the interest of my peers and also everyone at Under30CEO!

###
Re-Discover Leadership, Positivity and Entrepreneurship Workshop

Come join Kimberly High School DECA President Marc Busko as he facilitates a workshop on November 2nd from 6:00 pm to 7:00 pm. The workshop will include:

- The KHS Marketing & DECA Program
- The Importance of Entrepreneurship Today
- Leadership in High School
- The Art of Being Positive

Why Attend?

This workshop will be interactive and filled with information that you can apply to your everyday life! It just might also help you find your inner entrepreneur and steer you on an entrepreneurial path! We will cover the art of being positive, and how to improve your daily life one small step at a time! In addition to positivity, we will help you broaden your knowledge on leadership, and give you tools and advice to help you educate your son or daughter on the importance of leadership.

Registration

To register for this workshop please contact Marc Busko or Mrs. Jessie Warner via email.

Marc Busko email- BuskoBar@gmail.com

Mrs. Jessie Warner email- jwarner@kimberly.k12.wi.us

If you have any questions don’t hesitate to ask!

We look forward to seeing you at the Re-Discover Leadership, Positivity and Entrepreneurship Workshop!
The Arbitrage Magazine is a big believer in entrepreneurship, for the benefits it provides society and for the individuals risk everything to pursue this line of work. For this reason, the Arbitrage Magazine never misses an opportunity to highlight students who take entrepreneurship to heart, promote it and make it a part of their lifestyles. The first of our Student Spotlight series is Marc Busko, of Appleton, Wisconsin, U.S.A. This is his message.

The Importance of Entrepreneurship at the High School Level

By Marc Busko

The one thing the world needs now more than ever is the ever interesting entrepreneur! My name is Marc Busko and I am currently a senior at Kimberly High School in Kimberly, Wisconsin. I am also the Kimberly High School DECA President (An Association of Marketing Students). On the side, I do my best to volunteer as much as I can with organizations like the United Way of the Fox Cities and the American Red Cross.

This year I began a journey to promote entrepreneurship to students within my high school. I used a variety of methods to get the students fired up about entrepreneurship including; facilitating workshops that detailed entrepreneurship and helping students find their inner entrepreneur. I also designed surveys that asked students to demonstrate their knowledge of entrepreneurship and also conducted presentations to marketing classes throughout the school.

I feel that high school students especially need to know the benefits of entrepreneurship and that entrepreneurship is a worthwhile option during high school and throughout college—rather than just post secondary education. Students need to learn about the benefits of entrepreneurship in
our society. We need to start implementing classes that help students develop business plans or teach them about the principals of the free enterprise system.

Entrepreneurs are truly the backbone of this society; they are some of the most important individuals in America (and the world)! They are the ones who will help this economy turn back around; they are the innovators, they are the thinkers, the doers and the ones who aren’t afraid to risk it all!

Within our current economic crisis, a very daunting statistic that states: 1/5 of all college students are unable to find a job after completing college. This statistic is staggering and freighting to students. With the thousands of dollars in student loans to pay back. Students now need that competitive edge to thrive! And what better way to thrive then to become an entrepreneur!

Recently, I appeared as a guest host on WHBY 1150 am BIZ Talk discussing entrepreneurship at the high school level, as well as my own journey. I stressed the importance of goal setting, determination, passion and getting involved early on in high school. I hope my enthusiasm for entrepreneurship will ignite the interest of my peers and also everyone at the Arbitrage Magazine.

To contact Marc, you can reach him by email at (BuskoBar@gmail.com) and on Twitter at (MarcBusko_Bars).

If you are a student of merit and want your story or project highlighted in the Arbitrage, please contact us at: Submissions@ArbitrageMagazine.com

- ARB Team