



**ENTREPRENEURSHIP PROMOTION
 PROJECT**

**Find Your Inner Entrepreneur
 Kimberly High School DECA
 Chapter**

**Kimberly High School
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 (12/12/10)**

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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 possess 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 not 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 has 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.