



NAPA VALLEY COLLEGE
Youth Entrepreneur Program
Business Plan Competition
December 17, 2011

WANTED

**TOP
BUSINESS PLAN**



*** DEADLINE *
HIGH NOON DEC 8th**

www.nvcyep.org

\$ 1,000 REWARD

YEP

YOUTH ENTREPRENEUR PROGRAM

Napa Valley College YEP STATS

- ❑ 90 students received training
- ❑ 50 high school & college students submitted business plans
- ❑ Business advisors helped over 450 students in high school and college classes
- ❑ Two Competition Divisions:
 - High School & College



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Working with teachers in the schools . . .

“YEP has been a tremendous benefit to my students,” said Mike. “Receiving "real world" advice is powerful, and writing a business plan is the best way to teach the challenges and complexities of starting a business. On top of that, winners receive cash prizes and are rewarded for their diligence and hard work... just like real life!"



Mike Cromwell, ROP Hospitality and Culinary Arts Instructor at Vintage High School in Napa, CA.

Brandon Boyd, 4th Place Winner High School Division

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Working with teachers in the schools . . .

“Being a part of the Napa Valley College YEP program is one of the highlights of each semester. While teaching Introduction to Business (BUSI 100), I introduce students to what it takes to find a passion for business and to make that passion come alive through developing business plans.

Although a daunting task at first, my students end the semester with mostly feasible, realistic business plans. It makes me proud to see them present their ideas and possibly make their dreams become a reality.”

- Julie Hall



Julie Hall, Business Administration Professor & Program Coordinator Business & Computer Studies Division, Napa Valley College with Kaylee Cocke, Winner 4th Place, College Division

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Business Plan Power Point Presentations

On the day of the event, families, teachers, judges and business advisors, all gathered to support the students. First came research and writing the plan. Then came passing a preliminary judging panel. NOW the students had to present their plan LIVE, in person, to an audience of peers and judges. Nerves were raw. The tension was palatable.

First Place High School Division – Nathan Edwards, Vintage High School

In an agonizingly close finish, four students from Vintage High School won cash prizes.

Power Point Presentations



First place prize of \$500 went to Nathan Edwards, who wrote his plan for his senior project and as a feasibility study for starting a retail sporting goods store in Napa.

“I understand the planning, communication, and determination that it takes to become a successful entrepreneur and this experience will benefit me as I pursue a degree in business,” said Nathan.

Power Point Presentations



**FIRST PLACE College Division
Crystal Herrick, Napa Valley
College**



Crystal knew a business plan would help her hone an idea and plan for her future.

She never dreamed she would be holding a giant check for \$1000!

Power Point Presentations



FIRST PLACE College Division Crystal Herrick, Napa Valley College



Crystal suffers from Celiac disease, a severe allergy to wheat products, and she wrote her plan about opening a gluten free bakery in Napa Valley.

“This experience has been very eye-opening,” confessed Crystal. “I didn’t realize what goes into opening a business, big or small. This is just the beginning to an enormous challenge ahead and I am so excited to make my dream a reality!” she exclaimed.

Power Point Presentations



SECOND PLACE College Division
Greg Luport, Napa Valley College



Lupy's Lunchbox Dedicated to Mom

Greg Luport dedicated his business plan to his mom who passed away recently. Having his own restaurant has been a passion since childhood, offering “comfort food” like his mom used to make.

Greg said he learned a lot from the process, and he also confessed that the project was much larger than he anticipated. Greg won second place in the college division and received \$500 cash, thanks to sponsorship from local businesses.

Power Point Presentations



THIRD PLACE

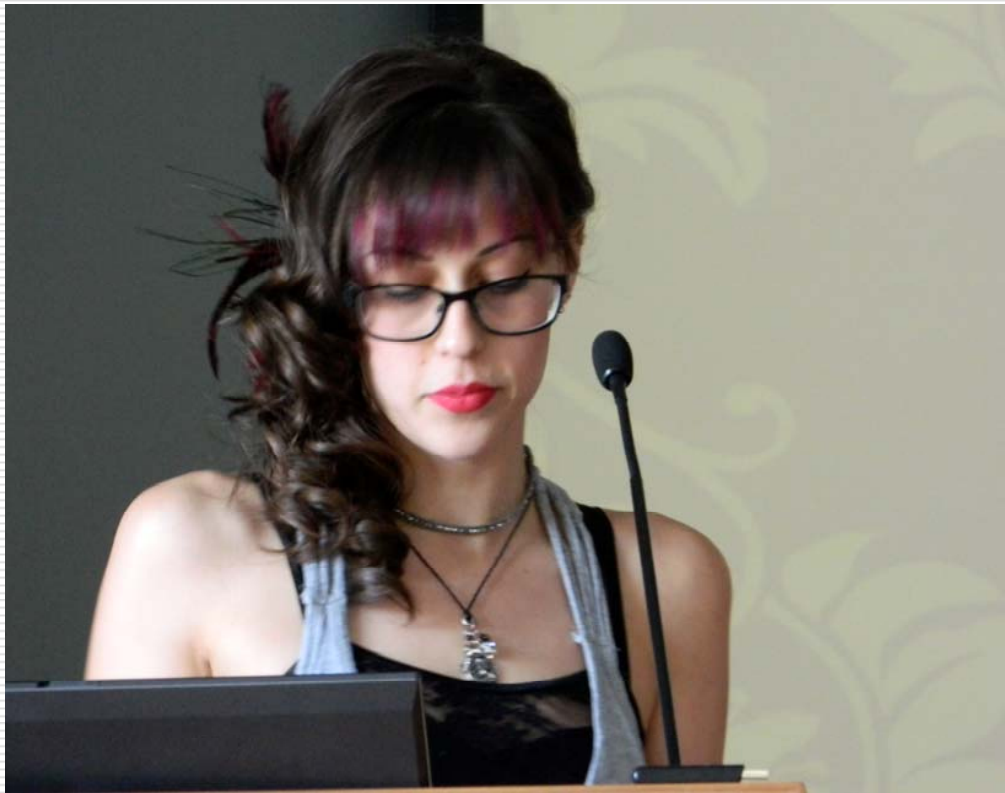
High School Division

Janine Jeth Cortez, Simply Fuschia
Bakery

Power Point Presentations

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FOURTH PLACE College Division Kaylee Cocke, Napa Valley College



Kaylee Cocke, Napa Valley College Student Fourth Place for \$125

Kaylee works as a hair stylist in a local salon and dreams of owning her own business. She understands planning and commitment, so she took Beth Pratt's Business 143 class at Napa Valley College and wrote her plan as a class assignment.

Her supportive family got involved, and they helped Kaylee brainstorm ideas, come up with a clever business name and a catchy tag line.

Kaylee put it all together in an impressive power point, complete with comparative charts and judicious conclusions based on her research.

Power Point Presentations



FIFTH PLACE College Division
Jose Carrasco, Napa Valley College



Highlight of the Semester

"The competition was the highlight of my semester," said Jose Carrasco, NVC student who placed fifth in the college division on his plan to open a small Hispanic restaurant.

"This competition was the first step that will help carry a plan on paper into a tangible and successful business," said Jose with enormous conviction.

Power Point Presentations



FIFTH PLACE TIE
College Division
Kathleen Coker (*in green shirt*) with supportive family

Power Point Presentations



	Services	Pricing
Francisco Landscaping	We have the same as Manuel in clients services but less then Carlos	Least expensive pricing
Manuel's Landscaping	Has about the same as our business in clients	Slightly high pricing then
Carlos Landscaping	Has the most services Has additional contractors	High prices

**FIFTH PLACE TIE
WINNER**
College Division
Marissa Martinez
NVC Student
Francisco Landscaping

Congratulations Business Plan Competition Winners - High School Division



L-R: Vintage HS teacher, Mike Cromwell; Kathleen Horton, Vintage HS - Second Place \$250; Janine Jeth Cortez, Vintage HS - Third Place \$125; Brandon Boyd, Vintage HS: 4th Place \$100; *center w/big check*: Nathan Edward, Vintage HS: First Place \$500; Judges: Julie Hall, NVC Business Department; Grace Crowley, Wells Fargo Bank St. Helena; Rose Sheehan, Napa Sunrise Rotary; Denny Mosher, Napa Sunrise Rotary; Dean Bowen, NetFlow Corporation

**Congratulations NVC
YEP Business Plan
Competition Winners
College Division**



Front row: Gregory Luport, Napa Valley College: Second Place \$500

Crystal Herrick, Napa Valley College: First Place \$1000

Marissa Martinez, Napa Valley College: Third Place \$250

Kaylee Cocke, Napa Valley College: Fourth Place \$125

Back row: Julie Hall, Business Professor, Napa Valley College

Charlie Monahan, Program Coordinator, YEP Program & NVC Business & Entrepreneurship Center

Beth Pratt, Director, Career Technical Education Programs, NVC

EXTRA CREDIT

NVC Business Department and the Entrepreneurial Classes deserve extra credit for making this all happen.

The YEP program is extraordinary because of NVC Instructors like Julie Hall, Charlie Monahan, Walt Unti and Beth Pratt who inspire our college students and bring the competition to the college arena.

These NVC students are in the business department, hospitality management, digital arts and viticulture.



L-R Julie Hall, Business Professor, Napa Valley College
Charlie Monahan, Program Coordinator, YEP Program & NVC
Business & Entrepreneurship Center
Beth Pratt, Director, Career Technical Education Programs, NVC

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YOUTH ENTREPRENEUR PROGRAM

\$3,200 cash awards
provided by our
sponsors . . .



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Business Sponsors

Travis Credit Union
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 Wells Fargo Bank of St. Helena
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 Marketplace Magazine

Organization Sponsors

Napa Valley College Foundation
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 Entrepreneurship Center (BEC)
 Napa County Regional Occupational
 Program
 Napa Valley College Chancellor's Office
 Economic Workforce Development Program
 Napa County Office of Education



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Thanks to all the no-nonsense, straight shooting sponsors, organizations and judges who volunteered their time and supported the program!

Judges College Division

L-R: Christine Draas, California Youth Entrepreneur Program

Mike Murray, Napa Sunrise Rotary

Bill Blair, Napa Valley College Board of Trustees

Denny Mosher, Napa Sunrise Rotary

who is this person?

Michael Fradelizio, Silverado Brewing Company

