
Napa Valley
Register

An Award-Winning

Pulitzer Newspaper

Sunday, December 28, 2008

It Takes a Plan to Build a Business

By Beth Pratt, Executive Director SBDC

Less than two weeks ago the Napa Valley College Small Business Development Center held its first Business Plan Competition for young entrepreneurs. In the past 16 years that I have worked with businesses and business development, I have never been as impressed as I was with the caliber and spirit of our young entrepreneurs.

From over 40 submitted business plans, 26 high school and college students took the stage to present their power point business plans to judges, teachers, sponsors, advisors and families. These tech savvy students communicated clearly and the visuals were engaging.

The judges and sponsors from Napa Community Bank, Napa Chamber of Commerce, Net-Flow Internet Solutions, Napa Valley College, Umpqua Bank and Foster's Wine Estate were instructed to look for creativity, believability, logic, research,



Business Plan Competition Finalists from College Division presented business plans at Westin Resort in Napa before judges, teachers, sponsors, advisors and families.

clear explanations of products and services and realistic financial plans from each business that presented.

There were five finalists presenting in the high school division, including a young business woman 12 years of age. Vintage High's students researched and wrote their business plans in Mike Cromwell's ROP Hospitality

class. DeBoer Clothing won first place, presented by Myles DeBoer from Justin Siena High School, who designs and produces original graphic arts apparel.

"It was wonderful to tap into the resources of the Napa Valley College Small Business Development Center in teaching entrepreneurial explorations for

It Takes a Plan to Build a Business

(continued from page 1)

my advanced hospitality and food service students,” said high school instructor, Mike Cromwell. “The project was to develop a detailed business plan and receive guidance from the staff at SBDC, as if opening a real business.

There were eight finalists in the college division. Students were from Napa Valley College classes taught by professors Walt Unti, Ian MacNeil and Charlie Monahan. Business ideas ranged from a digital game room to a local soccer bar restaurant.

Josh Diaz, Amy Francis and Kindall Hoxsey won first place with their business, Top Beef, intending to offer “the highest quality beef possible for restaurants, from cattle raised locally on a Napa Valley ranch,” said the group with conviction.

The grand prize team for the best business plan in both categories received laptops which were provided by Net Flow Internet Solutions and the NVC SBDC.

The Napa Chamber of Commerce gave a \$250 cash prize scholarship

to each second place winner in their respective division. Second place winners were Lauren Bowen with BowenAppetite in the high school division and in the college division, Olivia Everett and Paul Martinez-Everett for Artmosphere. All students who entered the competition received business software and other prizes.

Before the final competition, free training and counseling were offered by SBDC Advisors to the students, with training and advice for starting a business. This assisted the students in developing their business plans and also in entering the competition.

The Youth Entrepreneurial Program is made possible through a grant to NVC from the chancellor’s office, career technical education division. Napa Valley College will continue to provide training and entrepreneurial skill building opportunities for youth in 2009.

For more information about the Youth Entrepreneur Program, contact the SBDC at 253-3210.

BUSINESS PLAN COMPETITION FINALISTS

HIGH SCHOOL DIVISION

Ashley Zaragoza & Cieare Blue with *Crepe de Blue’z*

Myles DeBoer with *DeBoer Clothing*

Zack Pemelton & Chelsey Bassett with *The Back 9*

Loren Bowen with *BowenAppetite*

Myka Murphy, Lillyana Gonzalez & Cecilia Soriano with *Banging Ice Cream*

COLLEGE DIVISION

Josh Diaz, Amy Francis & Kindall Hoxsey with *Top Beef*

Juan Zepeda, Robin Hadley, Vladimir Laguna with *Napa Valley Steak House*

Dolores Ruiz, Juan Corro, Kaylen Lett, Gumer Galvin & Nathan Beem with *Advanced Athletics Clinic*

Alex Crown with *The Sprit of Napa Valley*

Daniel Caldwell, Sherri Hildreth, Jackeline Bonilla & Janeth Figueroa with *Universal Accounting Services*

Felippo Bevilaqua, Hugo Garcia & David Rodriguez with *Golasso Soccer*

David Pouncey, Luis Alejandro, Javier Alvarez, Eamon Mulligan & John Miller with *Suburban Digital*



Josh Diaz, Amy Francis and Kindall Hoxsey won first place in college division with their business, Top Beef



Myles DeBoer won first place in high school division with DeBoer Clothing.