

Treasure Valley Community College  
Small Business Development Center  
Ontario, Oregon



ENews ~ Summer Edition  
2018

## Proto Youth Entrepreneurship Course

The TVCC SBDC was able to offer a unique opportunity to local teens in the form of a class designed to inspire kids to be entrepreneurs. The class, entitled *Proto Youth Entrepreneurship*, was made possible by a grant from the Ford Family Foundation and was offered twice this summer to two different groups. Michael Braden, SBDC advisor, taught to a group of junior high and highschool age teens at the Workforce Training Center on the TVCC Campus, and Balde Riojas, staff member at the Boys & Girls Club, brought the material to a group from the Boys & Girls Club at the TVCC Science Center.

SBDC Director Andrea Testi was very excited to be able to bring this unique educational opportunity to the area. *"It's clear to me that the world needs more innovation and more entrepreneurs and that for our local communities to thrive; we as educators need to bring this opportunity to our youth. The skills of entrepreneurship, such as better work ethic, stronger appreciation for money, creative thinking, improved people skills and better goal setting, are good life skills as well. By offering this program the TVCC SBDC has the opportunity to teach our youth about small business and to nurture that next generation of doers and dreamers."*

Class participants also had great reviews of the class, and students said the class was "very educational" and said the interaction was excellent and the instructor was very patient knowledgeable on the subjects". Students also said the material taught them a lot about being an entrepreneur, and the class definitely gave them the skills and the confidence to pursue their own ideas for a business of their own.

Over the course of the class, instructors led the students through detailed discussions on the mindset of an entrepreneur which then led the students applying that knowledge practically. By coming up with their own mock business ideas and using a business plan, they walked through all the components necessary for a strong business: the idea, the product, how to successfully market their business, finding their target audience, learning to cater to customers, and delivering "the pitch" that will make the business spark into reality.

Mr. Riojas and the Boys & Girls Club group had the unique opportunity to go out and meet a young man who is a business owner and entrepreneur in Ontario, Oregon. Colton Stowe, owner of [Ontario Board Shack](#), opened his stand up paddleboard (SUP) rental and sales business in 2017 at the age of twenty four. His experience at college at San Diego State in southern California had brought surfing and water sports into his life in a big way, and he knew when he graduated *he had to bring those sports back home with him to the Treasure Valley.*

The field trip took place at a reservoir outside of Vale, Oregon, and the kids had a chance to

learn about the business and actually experience the product via a paddleboard demonstration and lesson from Colton. Colton's advice to them as they wrapped up the discussion time was a perfect summation of the material the kids learned in class: *"You don't have to invent a new product or gadget to fill a need and you don't always have to invest a million dollars to get started. Unfortunately I didn't invent the stand up paddleboard board and I don't even make paddle boards but I'm able to bring a sport and lifestyle that I love and share it with others in an area that previously did not have it available. There will always be a risk and obstacles involved but if you don't try you will never know."*



Instructor Michael Braden and class members at the TVCC Workforce Training Center



## Learn Away Thursdays

### [Leading, Managing and Everything In-Between!](#)

Managers and leaders face extraordinary pressure. All at once, they must perform conflicting tasks of encouraging innovation and employee engagement while maintaining control and predictability of the business.

Presenter [James Eicher](#), creator of Cognitive Management, applies research from the cognitive sciences to organization and leadership behavior. His workshop will be an experiential, hands on workshop that will provides leaders and managers of any type of business and any size of business with the skills to be better and leader and better at managing.

Date: July 26, 2018

Time: \*8:00 am - 11:00 am

\* coffee/networking 7:30 - 8:00 am

Where: Treasure Valley Community College, Weese Building Room 110

Cost: \$10

Register [HERE](#) by July 25, 2018



Be sure to [like us](#) on Facebook so you don't miss the upcoming events this summer and fall! Information for the August Learn Away Thursday is coming soon!

## Be A Confident Business Owner



Andrea Testi, TVCC  
SBDC Director

*Have confidence that if you have done a little thing well, you can do a bigger thing well, too. Joseph Storey*

Having confidence is key when you are running the ship as a business owner, but what exactly does "being confident" look like? Does it ever feel like a vague idea, just a quote you might see on a motivational poster in the breakroom? Thankfully, confidence in business IS a tangible state of being, and there are concrete ways in which a small business owner can grab onto it and apply confidence to their business practice. Click [HERE](#) for the entire article on this topic, as seen in this month's business section of the [Malheur Enterprise](#).



U.S. Small Business  
Administration

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