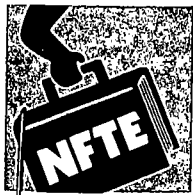


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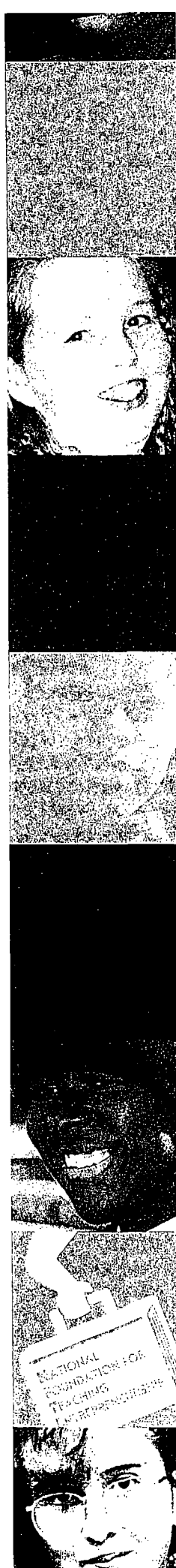
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DIVISIONAL DIRECTOR
WASHINGTON, DC DIVISION

THE NATIONAL FOUNDATION FOR TEACHING ENTREPRENEURSHIP

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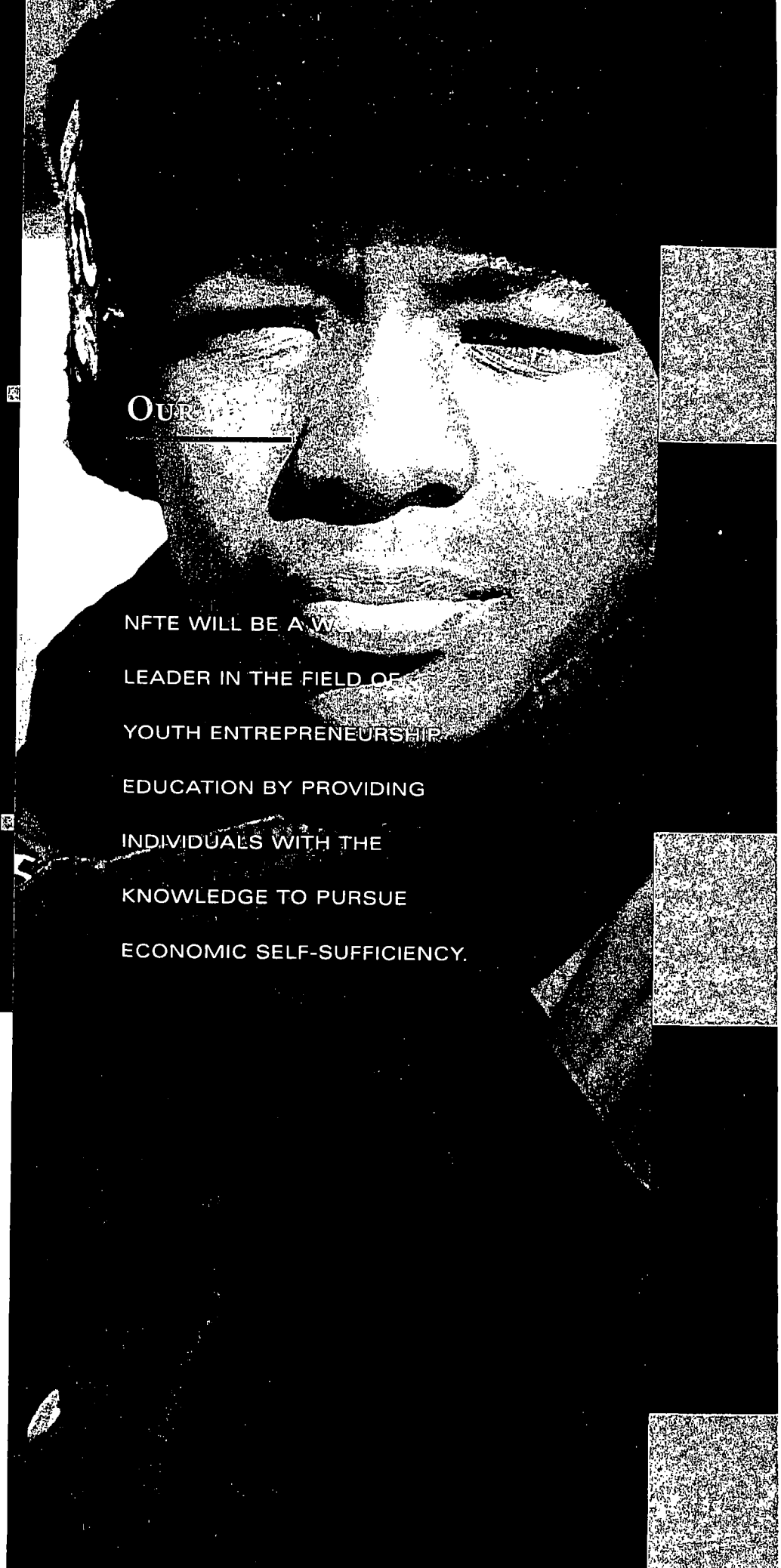
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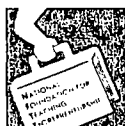


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**...AND SPECIAL THANKS TO ALL OF THE PEOPLE BEHIND THE SCENES
WHO HAVE INVESTED THEIR TIME, NETWORK, PASSION & SUPPORT!**

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Jackie French- Assistant to the Director * **Jennifer James**- Program & Marketing Associate * **Carol Bradley**-

Strategic Planning * **Jenelle Stubbs & Denton Malcolm**- Student Ambassadors to the NFTE BizCenter

NFTE Certified Entrepreneurial Instructors

Marilynn Hollis- Roosevelt SHS * **Mena Lofland**- Cardozo SHS * **Dale Lubkeman**- Hine JHS

Mary Sturdivant- MM Washington SHS * **Glenn Swanson**- Options School * **Patrice Tsague**- NFTE Graduate

Services * **Al Way**- NFTE Graduate Services * **Valarie Wheeler**- Ballou STAY & Wilson SHS

The National Foundation for Teaching Entrepreneurship

(NFTE-Greater Washington, DC Division)



"My Dream is Not to Die in Poverty... But to Have Poverty Die in Me!"

-Michele Araujo, NFTE Graduate

Adopt-a-Youth Entrepreneur Breakfast

Tuesday, December 9, 1997

8:30-10:30AM

**Grand Hyatt Hotel
Constitution Ballroom**

"Colin Powell leaning over his desk, passionately identifying the greatest threat to the United States at the turn of the century. Clue: it's not on NATO's eastern flank or in Asia or anywhere outside our borders. 'The threat is young people who are disengaged from American life, who don't believe in the American Dream,' Powell says simply. A NEWSWEEK-NBC News Poll shows that three quarters of the country agree."

... Now that's something that we can do something about!



Thoughts on My Company

***When building a bridge
Your hands will hurt***

***But you have to get down
And start from dirt***

***And build it up
Even though it might fall***

***Because only if you believe
Your bridge will stand tall***

-By Judith Slack, age 17, NFTE Graduate



***"Give a man a fish and he eats for a day... Teach a man to fish and he might eat for a lifetime...
Teach a child to fish (or to buy fish wholesale and sell it retail) and he or she just might feed
the world!"***

SPECIAL THANKS

**We at NFTE Washington, DC wish to thank all of you
who have supported our mission over the past four years
and we look forward to growing and expanding our programs in order
to continue bringing the power of entrepreneurship to the
young people of our Nation's Capital.**

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NFTE Collaborative Partnering Organizations

Sites: Cardozo Senior High School * Options
Charter School * MM Washington Senior High
School * Hine Junior High School * Roosevelt
Senior High School * Washington Area Project for
Youth * Ballou STAY Program * Wilson Senior High
School * Multicultural Youth Education Org.
I Have a Dream Foundation * Dunbar Senior High
School (Baltimore)

Program Hosts: DC Public Schools * Georgetown
University * Howard University School of Business
Morgan State University School of Business
American University * NFTE BizCenter

NFTE Greater Washington Division

733 15th Street, NW Suite 300

Washington, DC 20005

Phone (202) 628-NFTE * Fax (202) 628-7738 * Email nftedc@msn.com

WHAT PEOPLE ARE SAYING ABOUT NFTE

"In essence, the race is neither for the strong nor the swift but for he who can endure. The tides have risen, trials and tribulations came in sudden storms... but I have vanquished all excuses for failing and grasped all reasons for succeeding... not only have I learned to fish but I have become a great fisherman and I've taught others to fish."

-Denton Malcolm, age 20, NFTE Graduate and President- RK Productions



"When I got into the NFTE class I decided to sell jewelry and I am glad that I did, because no one in my class was doing the same thing I was doing so it left an open door for me. Over the three years that I have had my business I have made more than I would have made in a summer job... I think that I am a very responsible person now and that I can accomplish anything."

-Regina Jackson, age 15, NFTE Graduate and President- Designs by Regina



"To give someone the opportunity to control their own destiny through entrepreneurship, I think, is the greatest reward of all. I would like to thank you, NFTE for filling the empty void in my life with entrepreneurship and marketing skills that are sure to last a young person a lifetime!"

-Maleka Lenzy, age 17, NFTE Graduate and President- Classy Productions



"Microsoft strongly encourages the entrepreneurial efforts of NFTE's young people. From Bill Gates, to every one of our many employees, we understand the spirit of creation. Microsoft is very pleased that we were able to sponsor the first NFTE BizCamp in Washington, DC. We encourage the business community to join us in supporting this great program for helping our youth get practical, hands-on experience in business."

-Jeff Raikes, Senior Vice President, Microsoft Corporation



"Our Children are our most important resource. Unlike a lot of programs where you just get to feel good, NFTE is making a documentable and observable difference. There are plenty of programs designed to deal with social issues. This one is really designed to help our young people build practical lifeskills through an economic approach."

-Steve Ettridge, President, Temps & Company



"The young people participating in the NFTE program have already recognized the power of the entrepreneurial spirit. It is our job to nurture that spirit and to help them master the skills needed to make their dreams a reality."

-Dr. Barron Harvey, Dean- Howard School of Business



"The entrepreneurship program at Cardozo has greatly increased the confidence and self-esteem of the participants. It also has exposed them to entrepreneurial knowledge skills that will make them successful business owners or the best employees a business could have. The 'return investment' at Cardozo has been overwhelming!"

-Mena Lofland, Entrepreneurial Instructor, Cardozo SHS

AGENDA

8:30-9:30am Breakfast Briefing

9:30-10:30am Youth Entrepreneurial Holiday Showcase

- **Welcome** - Pam McKee- Greater Washington Board of Trade & Norris Dodson- Century 21 Dodson Realty & NFTE Parent
- **Emcee Welcome & Blessing**- Cliff Butler, Executive Director- The Advisory Board Foundation
- **Breakfast Break**
- **Realizing the Dream... Our Youth, Our Future**- Mike Caslin, CEO- NFTE National
- **Our Entrepreneurial Dreams**- NFTE Graduate Maleka Lenzy- President, Classy Productions; Denton Malcolm- President, RK Productions and Mary Jackson- Grandmother of NFTE Graduate Regina Jackson
- **NFTE Adopt-an-Entrepreneur Program & Your Investment**- Chris White- Chairman, The Krisam Group
- **Closing Remarks**

The mission of the National Foundation for Teaching Entrepreneurship (NFTE) is predicated on the belief that urban youth have extraordinary potential for business success and have the qualifications of successful entrepreneurs: mental toughness, a willingness to take risks, resiliency, and natural sales ability. We seek to encourage the economic participation of these youth in their communities, providing a means of wealth for themselves and their families.

NFTE's goal is to enable motivated young people to turn their street smarts into business smarts by infusing self-esteem and independence through the principles of entrepreneurship. NFTE brings its entrepreneurial vision and training to students from low-income communities through its programs by introducing them to basic business skills. In the process, students learn enhanced lifeskills that help them in their daily lives as students, citizens, and role models in their communities.

Founded in the South Bronx in 1987, NFTE has trained over 17,000 youth across the United States and Scotland. Through the philanthropic leadership of the David H. Koch Charitable Foundation, NFTE commenced programming in the District in 1994. Over 1400 youth have been served locally with program expansion plans underway in Baltimore, Md and Alexandria, Va.

The NFTE-DC program's mission is predicated on the belief that inner-city youth have extraordinary potential for business success and have the qualifications of successful entrepreneurs: mental toughness, a willingness to take risks, resiliency and a natural sales ability. We seek to encourage their economic participation; therefore, providing a means of wealth creation for participating youth, their families and the community at-large.

NFTE brings its entrepreneurial vision and training to students from low-income communities through its programs, introducing them to basic business skills. In the process, students learn enhanced life skills that help them in their daily lives—skills that help them become better students, and better citizens and role models in their communities.

Types of NFTE Programs

• Core Program

This 80 hour entrepreneurial training program covers a comprehensive spectrum of basic and advanced skills and concepts. Students receive all the information and tools they need to start and run a business. Training is conducted by NFTE-certified instructors and guest business lecturers. Strategic field trips provide young people with hands-on experience in applying their classroom experience to real life. As part of the course, each student will learn to start and run a business of his/her choice, based on the business plan the student develops.

• Fundamentals Program

This 40-50 hour abbreviated version of the Core Program includes entrepreneurship training, guest lectures and field trips.

• Exposure Sessions

These one to eight hour sessions include lessons taught by NFTE directors and teachers on topics such as negotiation, sales, and market research.

• In School & After School Programs

Partnerships with community-based organizations and public school systems are offered through the NFTE Core Program or the Fundamentals Program. NFTE offers teacher training, consulting services and curriculum sales.

• Summer BizCamp

In this "Core" program the participants start their own businesses and are taken on field trips to visit local businesses. NFTE works with local educational institutions and local or national companies as sponsors of these courses. BizCamps allow colleges to identify motivated high school age youth as potential candidates.

• Graduate Services

NFTE provides graduates with follow-up services, including: community business networking and mentoring, computer access, field trips/trade shows, and continued instruction/life skills training through the NFTE-DC BizCenter located a few blocks from the White House.

Partial List of Sponsors

NFTE Founding Sponsor (\$500,000 +)
The David H. Koch Charitable Foundation

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The Dart Foundation

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Law offices of Sterne, Kessler, Goldstein & Fox
Howard University
Georgetown University
Inc. Magazine

NFTE Advocate (\$1,000 +)
MCI Foundation
Syndicated Communications
Bank of America

Selected Quotes about NFTE

"All the odds were against me...Now I consider myself a role model for other kids."

Duane Prince- Roosevelt SHS

"The young people participating in the NFTE program have already recognized the power of the entrepreneurial spirit. It is our job to nurture that spirit and to help them master the skills needed to make their dreams a reality."

Dr. Barron Harvey
Howard Business School

*"My dream is not to die in poverty...
but to have poverty die in me."*

Michele Araujo- NFTE Graduate

"I cannot possibly imagine a more important, more leveraged thing that we can do to benefit our inner cities than what NFTE is doing. It is not a charity: it is an investment that will have a return. We must support this effort."

Dr. Michael Porter
Harvard Business School

Sponsorship Opportunities

NFTE-DC—a nonprofit [501(c)(3)] organization—has grown from a promising idea into a dynamic entrepreneurial movement, thanks to strong support from more than 1,000 sponsors and supporters. Because NFTE does not accept government funding, it will continue to rely on the generosity of corporations, foundations, small businesses and individuals in order to help renew America's communities by introducing young people to the power of business and entrepreneurship.

- ☐ I am interested in donating funds to NFTE-DC for operating support:

____ \$25 ____ \$50 ____ \$100 ____ \$500

____ \$1,000 ____ \$5,000 ____ \$10,000

- ☐ Providing NFTE entrepreneurship materials to students at \$15 to \$125 per student.

- ☐ NFTE Adopt-an-Entrepreneur Initiative. Your company can provide one scholarship from \$125 Fundamentals to \$250 Core program.

- ☐ Underwriting a NFTE Summer BizCamp. Minimum number of students is 15. Packages start at \$20,000.

- ☐ Sponsoring the NFTE Graduate Services Program at the NFTE-DC BizCenter. The cost is \$400 per student.

Name: _____
Organization: _____
Address: _____
City/State/Zip: _____
Phone: (day) _____ (eve) _____
Donation: \$ _____

Please detach and mail with check payable to:

NFTE-DC attn: Julie Silard
733 15th St., NW Suite 300
Washington, DC 20005

Sample Program Sites

Anacostia Senior High School
Bell Multicultural Senior High School
Cardozo Senior High School
Coolidge Senior High School
Hine Junior High School
Martha Murray Washington Senior HS
Options School
Roosevelt Senior High School
Woodson Senior High School

"Entrepreneurship is a lot of hard work. At the end, you feel you've accomplished something. You feel so good inside."

Angela Rodney
Roosevelt HS



"Microsoft strongly encourages the entrepreneurial efforts of NFTE's young people. From Bill Gates, to every one of our many employees, we understand the spirit of creation. Microsoft is very pleased that we were able to sponsor the first NFTE BizCamp in Washington, DC. We encourage the business community to join us in supporting this great program for helping our youth get practical, hands-on experience in business."

Jeff Raikes, Senior Vice President
Microsoft Corporation

"When we started the NFTE program, none of us thought that junior high and high school kids could run their own businesses, but we soon found out we were wrong."

Raynette Williams
Hine Junior High



**The National
Foundation
for Teaching
Entrepreneurship**
(Washington, DC Division)

*Rekindling the spirit of enterprise in
Washington, DC's urban communities
one new business, one young
entrepreneur at a time.*

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NFTE \$uccess CLUB

Takin' Care of Business

NFTE: Washington, DC



Denton Malcolm receives an award and venture grant at the NFTE Awards Ceremony and Trade Fair for graduates of the NFTE program.



NFTE students make a trip to a wholesale store while participating in the NFTE/ "I Have a Dream" summer program.

NFTE students in Washington, DC have been very busy lately, doing great things. The NFTE BizCenter is the place where NFTE graduates meet after-school every Wednesday and Thursday from 4-6 p.m. Some of the program's activities include preparation for sale events, counseling sessions on strengthening business plans and raising capital, refresher business sessions, and field trips to meet with prominent Washington, D.C. businessmen.

NFTE students also learn the finer points of preparing for the business world. Sessions are often held on preparing for a job interview, writing a resume, establishing credit, dressing for success and personal development. NFTE graduates are encouraged to meet with a NFTE mentor to discuss anything from school and personal issues to business and education.

NFTE's Awards Ceremony and Trade Fair, held earlier this year, was where 20-year-old NFTE graduate Denton Malcolm

was the recipient of an award and venture grant. Malcolm is proof positive of how difficult situations can be made into better ones.

At age 17, Malcolm's father kicked him out of the house for breaking curfew. Malcolm found himself temporarily out on the street with nowhere to go. But that wasn't for long. Using money he earned working at McDonald's and funds he got from NFTE, he started a business selling clothes on the streets of Washington. Denton plans to open his own clothing store by next summer.

That's not all that's been going on with Washington's NFTE students. During this past summer, some NFTE participants spent four weeks at NFTE's BizCamp. The camp was sponsored by the "I Have a Dream" Foundation for Inner City Youth. Earlier in the year, NFTE students also participated in the "Mayor's Futurefest" where they set up tables and displayed their businesses to the public.

During the youth BizCenter after-school program, NFTE graduates learn how to make the transition from owning "new" to "thriving" companies.



Sixteen-year-old Janelle Stubbs has been in the business of making stain glass windows for three years. She sold them at the Mayor's Futurefest in Washington.

BLACK ENTREPRENEURS SPECIAL ENTREPRISE

BUSINESS PROFILES

BLACK ENTERPRISE NOVEMBER 1996



Maleka Lenzy is stirring up success with her full-service catering and event planning company. The 17-year-old college freshman has prepared menus for a variety of Washington, D.C. area organizations.

himself. Investing about \$500 for advertising and a few tools, Haywood began servicing one car at a time. Today A-1 Turbo services about 100 cars per month, but about 80% of business is through mail order. Revenues for 1996 were \$600,000.

In addition to auto dealers, Haywood also supplies turbochargers to nationwide auto parts stores such as Pep Boys, warranty companies and local garages. He anticipates increasing his foreign market by securing clients in Europe and Asia. And a second location in his hometown of Chicago is also in the works.

Of his success, Haywood says: "There are companies that have been out here for 20 years, and we came out of nowhere, made our mark and have outsold them in our short span. I'm very happy with that."

KIDPRENEUR AWARD

Honors a young entrepreneur or group of entrepreneurs, 21 years and under, who embody the entrepreneurial spirit and are committed to advancing the rich tradition of black business achievement.

Maleka Lenzy
Owner

Classy Productions

Maleka Lenzy's plate is very full these

days. The owner of Classy Productions, a Washington, D.C.-based full-service catering and event planning company, Lenzy prepares menus for a variety of clients including the D.C. Board of Trade and Chamber of Commerce.

Lenzy, 17, launched the business in 1995. To raise money, she participated in a school fund-raiser, earning \$100 selling Christmas ornaments, children's books and daily planners. She also used the \$300 won in a business plan writing contest.

Cooking has always been a hobby for Lenzy. For years she prepared mouth-watering dishes for family and friends at church. "But I thought, since I was doing it for free and doing it so well, why not do it for money," says Lenzy, a graduate of Margaret Murray Washington Vocational High School in D.C.

Lenzy designs each menu to fit the needs of her clients. "They'll say I need food for a brunch, hors d'oeuvres or breakfast, and from there I basically set the menu and bring it back for their approval." Her first catering event involved preparing hors d'oeuvres for 50 people at the grand opening of a business center built by the National Foundation for Teaching Entrepreneurship, a nonprofit organization that teaches entrepreneurial skills to

low-income youth. In 1996, Lenzy catered about two events per month, some with as many as 300 guests. Cost varies depending on the event and number of people, but on average, Lenzy charges \$7-\$10 per person.

Like most kidpreneurs, Lenzy says a big challenge of starting and growing her business was getting people to trust her abilities. "But to overcome that I simply let people sample my food. I got their interest and a contract," she says. "I guess you can say the proof was in the pudding."

Now a freshman at Johnson & Wales University in Charleston, South Carolina, Lenzy has cut down the number of catering events to focus on her studies but intends to pick up the pace during summer break. She says winning the Kidpreneur Award has given her renewed strength in her quest to be a successful entrepreneur. "It has given me confidence and a great boost to go that much further." □

BLACK ENTERPRISE is accepting nominations for its Third Annual Small Business Awards. For criteria, an application and award information, contact **The BLACK ENTERPRISE Small Business Awards**, c/o **BLACK ENTERPRISE Magazine**, 130 Fifth Ave., New York, NY 10011; fax: 212-886-9600.

Entrepreneurs start as youths

Programs find favor in schools

By Jackson Lallier
The Washington Times

Valarie Wheeler wanted to help her students learn how to avoid temptation and earn an honest dollar on the city streets.

Her 26 business class students were eager to improve their "farthest community" — as well as put some money in their wallets.

Just a month ago, Julie Silard, the director of the District's National Foundation for Teaching Entrepreneurship, stepped in and donated dozens of books, supplies and ideas to the Woodrow Wilson Senior High class. She presented seed grants in the near future.

On Tuesday morning at a foundation breakfast meeting, Miss Wheeler's class showed off its success — the students ran a booth that was so popular it sold out of at least half of its wares.

"I just made enough money to buy my mom a special Christmas present," said 11th-grader Jayson Harrison, who beamed as he handed out homemade business cards for "Diym Productions." Jayson and his friends design and produce unique T-shirts, baseball hats and gloves, but on Tuesday their "kuffs" — crocheted cotton hats — were the first item to sell out.

"I'm learning the art of survival," said Jayson's classmate Ivelina Benitez, who has a flair for art and designed a hot-selling sunset shirt. "I can safely say the world has hope."

Thouting Miss Wheeler's class, Steve Mariotti said he knows how to combat drugs and gangs in neighborhoods battered by violence. Identify at-risk youths and teach them how to run a busi-



Valarie Wheeler uses personal experience to teach business class at Woodrow Wilson Senior High.

ness. On Tuesday, he spoke at the breakfast, encouraging local business leaders to "adopt" classes like the one at Woodrow Wilson.

Mr. Mariotti is founder and president of the National Foundation for Teaching Entrepreneurship. The New York non-profit organization — its acronym is pronounced "nifty" — was created in 1988 with a \$20,000 grant from the Boys and Girls Clubs of Newark, N.J. This year, it has a \$3 million budget and expects to reach 3,500 youths through schools and summer programs where they can learn to read a balance sheet, write business plans and calculate return on investment.

Sound crazy?

Mr. Mariotti and a growing number of supporters don't think so. After all, money is a powerful lure. If the flaunted wealth of the

neighborhood drug dealer can draw youths to the wrong side of the law, might the possibility of wealth in a legitimate business serve as a prod to the opposite direction?

"The goal is to help young people see opportunity where others do not see it, and to get teachers to see opportunity in students they might not necessarily recognize as having talent," said Susan Wilson, Secondary Training and Education Program coordinator at T.C. Williams High School in Alexandria. Mrs. Wilson is just beginning to bring the entrepreneurship foundation to her students.

Michael Howard was once so bored with school that he didn't even have a grade point average because he skipped classes so often.

That all changed after he began Mrs. Wilson's student pro-

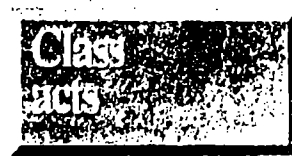
gram that equipped him with the business skills he needed to open a small store.

The national-local foundation partnership has about 100 local businesses and organizations participating in the "simplified MBA program."

"In non-Washington speak, we get the job done," said the organization's CEO, Mike Caslin, on Tuesday.

The results were obvious. The foundation's breakfast meeting at the Grand Hyatt Hotel Constitution Ballroom was packed with businessmen and women toting briefcases and cellular phones, but the professional group was drowned out by children bursting with enthusiasm and ideas.

"Good morning, I said good morning — I can't hear you," heckled 17-year-old Maleka Lenzy, a foundation graduate and founder of Classy Productions, a



catering business. "I need to thank [the foundation] for making me realize I can accomplish anything."

From wall to wall, students manned ministores and gave presentations about their businesses. They sold elaborate paintings, sweet potato pies and Christmas puns. Some bargained and lost, others persisted and won.

All touted last weekend's foundation field trip to New York City where D.C. students participated in seminars and learned how to shop at warehouses.

"This is the coolest," said another one of Miss Wheeler's students, 11th-grader Kimberly Brown. "This is definitely the best thing that happened in high school so far."

Before the noon close of the breakfast meeting, foundation organizers had gathered a long list of new-business volunteers, there was a basketful of contributions and a bunch of smiling students who sold out of their merchandise.

"The entrepreneurship program at Cardozo has greatly increased the confidence and self-esteem of the participants," said Mena Lofland, the entrepreneurial instructor at Cardozo Senior High School. "It also has exposed them to entrepreneurial knowledge skills that will make them successful business owners or the best employees a business could have."

"The 'return investment' at Cardozo has been overwhelming!"

Class Acts appears weekly. Send news of outstanding teachers and students in the area to *Class Acts*, c/o Metropolitan Times, The Washington Times, 3600 New York Ave. NE, Washington, D.C. 20002.

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The NFTE Spirit



Give a man a fish and he eats for a day...Teach a man to fish and he eats for a lifetime...Teach a child to fish (or to buy fish wholesale and sell it retail) and he or she just might feed the world!

NFTE'S goal is to enable motivated young people to turn their street smarts into business smarts by infusing self-esteem and independence through the principles of entrepreneurship.

NFTE-DC'S program mission is predicated on the belief that inner city youth have extraordinary potential for business success and the qualifications of successful entrepreneurs: mental toughness, a willingness to take risks, resiliency, and natural sales ability. We seek to encourage their economic participation by providing a means of wealth creation for the youth, their families, and the community at large.

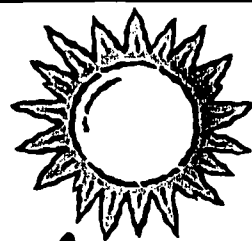
NFTE brings its entrepreneurial vision and training to students from low-income communities through its programs, introducing them to basic business skills. In the process, students learn enhanced life skills that help them in their daily lives as students, citizens, and role models in their communities.

Letter from the Director

GREETINGS NFTE GRADUATES, FRIENDS & STAKEHOLDERS:

Well, a lot has happened since we last reported to you in our first edition of the *NFTE Spirit* Newsletter. Inside this edition you will read about the NFTE National Awards Gala that took place in New York City this past February, the first ever major evaluation on youth entrepreneurship with some good news on NFTE-DC, a wonderful awards ceremony where we recognized the achievements of the NFTE-DC graduates at the Marriott at Metro Center, and much, much, more! *continued on next page*

NFTE National Awards Gala
The David H. Koch Scholarship Program
NFTE-DC Highlights
Opportunities for NFTE Graduates
Testimonials
Research Findings, and more!



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inside...

NFTE At a Glance

The National Foundation for Teaching Entrepreneurship, Inc. (NFTE — pronounced “nifty”) is an international nonprofit organization that introduces at-risk teens from inner cities and other low-income communities to the world of business and entrepreneurship by teaching them how to develop and operate their own legitimate small businesses. Our goal is to use innovative methods that enable young people to learn the concepts of self-esteem, self-sufficiency, and a free-market society through entrepreneurship.

Number of NFTE students to date:	10,000
Number of NFTE students in 1995:	3,000
Number of NFTE students in 1987, the first year:	200
Number of NFTE teachers (full and part time):	60
Number of NFTE staff (full and part time):	30
NFTE divisions and licensees:	9
• Chicago • New England • New York Metro (New York City and Newark, NJ) • Northern California • Pittsburgh • Twin Cities (Minneapolis/St. Paul) • Washington, D.C. • Wichita • Glasgow, Scotland	
Number of NFTE sites:	64
• Domestic — Ongoing • Domestic — NFTE Summer BizCamps™ • International	
NFTE Budget in 1995:	\$4.0 million
Number of sponsors (individuals and organizations)	1,000

Types of NFTE Student Businesses:

Retail operations, such as designing and selling T-shirts and jewelry, bird feeders and dolls. Also, service operations such as cosmetology, graphic design, lawn care, tutoring and computer repair.

NFTE is supported by some of the country's finest business professionals, to assist it in maintaining the high business standards it espouses. Legal guidance is provided by Greenberg Traurig; Rasky & Company provides communication support; and Dr. Andrew B. Hahn, Associate Dean of the Heller Graduate School of Social Science Research at Brandeis University, provides external program evaluation.



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PRESERVATION

NFTE Programs



FTE brings its entrepreneurial vision and training to students from low-income communities through its programs, introducing them to basic business skills — often for the first time. In the process, students learn enhanced life skills that help them in their daily lives — skills that help them become better students and better citizens and community role models. NFTE provides its business training in the form of a “Mini-MBA” course, using a specially-developed, proven curriculum.

NFTE takes special care in selecting and training its teachers, who are drawn from public and private schools and community organizations. NFTE provides both initial training and continuing education for teachers to ensure that the students receive the most thorough instruction possible.

Types of NFTE Programs:

NFTE Core Program

This course requires 100 hours of entrepreneurial training, and covers a comprehensive spectrum of basic and advanced skills and concepts. All students receive a NFTE BizBag™, which provides a wide range of information and tools to help students start and run a business. The teachers and students work through a 50-chapter, three-module curriculum, titled *How to Start and Operate a Small Business: A Guide for the Young Entrepreneur*. This Core curriculum covers everything about being an entrepreneur, from understanding income statements and return on investment to business ethics and philanthropy.

The Core course includes lectures by NFTE teachers and guest business owners, and field trips that provide hands-on experience in the realities of business. During the course, students visit a wholesaler, flea market, the City Hall Business License Office, an existing business, a bank,

and a local mercantile exchange or brokerage office. As part of the course, each student starts and runs a business of his/her choice, based on a realistic business plan the student develops.

NFTE Fundamentals Program

This abbreviated version of the NFTE course is designed for community-based organizations and schools that do not have the time or resources to conduct the full Core program. Students are taught a limited curriculum from the NFTE Fundamentals Workbook, which is condensed from the 50-chapter Core curriculum. This program contains a total of 50 hours of entrepreneurship training, guest lectures and field trips.

NFTE Exposure Sessions

NFTE provides these one-time sessions in conjunction with local public school systems or community-based organizations. Lasting from one to eight hours, they are intended to raise awareness of entrepreneurship among the students, as well as in the local educational community. NFTE division directors and teachers visit selected classes and present from two to four lessons from NFTE's curriculum. The topics include negotiation, sales, and market research.

Follow-Up Programs

NFTE introduced these programs in 1993 to assist NFTE graduates by helping them build on the skills and knowledge they have gained. Through these follow-up efforts, graduates gain access to equipment needed to run a business, such as computers, phones, and fax machines. They receive various types of assistance, such as help in selecting an appropriate college or finding a supportive entrepreneurial mentor. Some receive needed technology training such as computer instruction or information on advanced financial concepts. Graduates participate in Entrepreneurship Clubs and Roundtables at their schools or local NFTE headquarters to discuss the current status and future plans for their businesses. Through the Follow-Up programs, graduates participate in student-to-student or student-to-business-community networking.

In NFTE/Twin Cities, for example, graduates come together and form "team businesses" under the guidance of NFTE follow-up teachers. These teams provide both business and life skills training, such as what type of job to seek and how to find one, how to write a résumé, ways to succeed in the marketplace, managing money and personal budgets, communicating with others, and writing business memos.

Throughout all of its divisions, NFTE provides graduates with follow-up services, including: community business networking and mentoring, venture capital/loan services, computer access, field trips/trade shows, and continued instruction/life skills training. In addition, through the Babson College/NFTE Partnership, NFTE graduates can compete for full four-year college scholarships, through its growing NFTE-College Track Program.

Three Venues for NFTE Programs

NFTE In-School Program

NFTE has established partnerships with school systems in various cities. NFTE offers its Core and Fundamental entrepreneurship curriculum during the school day as an accredited course, usually through the business education, vocational education, or economics departments. For example, NFTE programs are offered in the New York City, Chicago, Washington, D.C., Boston, Pittsburgh and San Francisco Public School Systems.

NFTE After-School Program

NFTE divisions create partnerships with community-based organizations, such as YMCA, YWCA, Boys' and Girls' Clubs and Big Brothers/Big Sisters, to teach either the NFTE Core Program or the Fundamentals Program after school hours. These programs take place in community-based facilities.

NFTE Summer BizCamp™

This two-week, intensive version is the BizCamp™ Core program and could be considered the ultimate summer job — as the participants start their own businesses, and are taken on field trips to visit local businesses. NFTE typically works with local educational institutions and local or national companies as sponsors of these courses. NFTE also offers a Fundamentals BizCamp™. BizCamps™ allow colleges to identify motivated minority youth as potential students.

**PHOTOCOPY
PRESERVATION**

Student Successes



What happens to teens who complete the NFTE programs? Aside from learning how to achieve financial independence through small business start-up companies, graduates also use their new skills to become better students, good employees, and productive members of their communities. An important secondary benefit to earning money, more than 90% report that they communicate better with their families, teachers, and peers as a result of the course. Some help friends or families in already established businesses. Our bottom line is to make a dramatic difference in students' lives.

MIGDALIA MORALES, *President, The Ultimate Design*
University of Massachusetts — Dartmouth
NFTE/New England, Class of 1991

There was a time when Migdalia Morales was always in trouble in school. Today, she's in her junior year as a business major at University of Massachusetts-Dartmouth, as well as the owner of her own business, "The Ultimate Design." Each summer she serves as a NFTE junior business teacher and role model for other students. What turned her around? She credits the NFTE program. "[NFTE] showed me a sense of responsibility towards my schoolwork and how I view myself. A lot of teachers were shocked when I came back to school." Morales also continues working with the company she started as part of her NFTE program — The Ultimate Design is a corporate logo-design business, and her clients include Barrows Tea Company and Fleet Bank.

LAMARA WAGNER, *President, Moochie's Place;*
NFTE/Pittsburgh Summer BizCamp, Class of 1995

Lamara, who lives in Pittsburgh's inner city, became totally withdrawn after the murder of a close family member. Then, her grandmother heard through her church about a local NFTE program sponsored by The Scaife Family Foundation, The Heinz Endowments and The Alcoa Foundation. Lamara agreed to enroll. Although extremely quiet and shy at first, Lamara gradually warmed up as the class progressed. She started off sitting in the far

back corner of the classroom, then gradually moved up front, and pretty soon she was leading the class discussions!

Lamara's nickname is "Moochie" and her business, Moochie's Place, provides home-cooked meals for customers who come to her house; on the weekends, she delivers meals to her customers. Lamara is so excited about the NFTE follow-up program that she took it upon herself to contact all the other graduates from her class to make sure they had the information, too. In addition, as a result of Lamara's experience, her older sister wants to participate in the NFTE program. NFTE truly has made a difference in Lamara's life. Her instructors are joyful when they say, in describing her transformation, "Lamara is smiling again!"

CHARLES WEISSER, *President, Charles' Sales;*
NFTE/Twin Cities, Class of 1991

Charles was on his way to dropping out of school. Then he found a NFTE program, sponsored by Koch Refining, that interested and motivated him. He launched a seasonal candy wreath-making business — and won top honors at the annual venture capital competition. The next semester, Charles decided to expand his product line and began selling cleaning supplies. After graduation, he won NFTE/Twin Cities' David Pugh Smith Memorial Award, which is given to honor outstanding NFTE alumni business owners. His dropout plans have disappeared — Charles now intends to graduate from high school and then to continue his studies at a Minnesota business school.

MICHELLE LEE ARAUJO, *President, À La Mode Fashions; University of Massachusetts, Dartmouth, NFTE/New England, Class of 1991*

Michelle, a senior at the University of Massachusetts-Dartmouth and a Dean's List student, is majoring in sociology while running her own business. She has been a guest speaker at programs for teenage mothers, encouraging them to become entrepreneurs. But it wasn't always this way. She grew up in extremely poor circumstances, and was in and out of foster care for many years. At one point, Michelle was a 19-year-old mother of three children, and she was living on welfare in the South End of New Bedford, Massachusetts.

Then in 1991, Michelle enrolled in a NFTE program. For her business, she decided to travel to New York to buy clothes at wholesale prices, then resold them in New Bedford. Michelle's markup was lower than that in retail stores because she had no overhead — she sold the clothes out of her home or at organized parties. "I always wanted to be my own boss," said Michelle. In 1993, Michelle received the NFTE Entrepreneurial Spirit Award for her continuing success with her clothing resale company and for her academic success as a Dean's List student. She has been featured in *Inc.* magazine three times.

FRANK ALAMEDA, *Owner, Avenue C Sports, New York City; NFTE/New York, Class of 1992*

Frank decided to take the NFTE course after dropping out of college. In starting his business, he developed a way to make money by harnessing his passion for sports. Frank is now the proud owner of Avenue C Sports, a full-time enterprise. Through his stores, he sells uniforms and equipment for youth and adult sports teams — softball, football, baseball, and basketball — throughout the Lower East Side of New York. He opened one store, and recently expanded his business to two stores, and now has nine employees. Frank's leadership and entrepreneurial talent has been spotlighted by the media, including CBS' *48 Hours*, CNN's *Managing with Lou Dobbs*, and CNBC's *The Money Club with Bill Griffith*.

REGINA JACKSON, *President, Jewelry Designs by Regina; NFTE/Washington, D.C., Class of 1994*

Regina Jackson completed the NFTE program, sponsored by The David H. Koch Charitable Foundation, in the spring of 1994. She continues to design, make, and sell jewelry. In addition to learning good business skills during the NFTE course, Regina has benefited from NFTE's follow-up program in her school, which provides legal, accounting, and other business advice, which has helped her find the best way to keep her costs low.

Just 13, Regina says she can double her profits by buying wholesale beads and other materials for her original pieces. Her grandmother, Mary Jackson, said NFTE taught her granddaughter how to be independent and how to handle money. "She even helped her uncle write a business plan for his car wash!" said Mrs. Jackson.

KATHLEEN JEANTY, *President, Designs by Jeanty; Babson College, Massachusetts; NFTE/New England, Class of 1994*

When she was a junior in high school, Kathleen lacked direction in her life and was fearful of trying to survive in her increasingly dangerous neighborhood. Her dream was to go to college, but she feared she would not be accepted and would have to return to her native Haiti and low-paying work. Then Kathleen heard about the NFTE/Babson Summer BizCamp™ program, sponsored by NYNEX and GTE.

Kathleen enrolled in the NFTE program, and for her business designed a special line of clothing for senior citizens that would be both fashionable and practical. For example, she used velcro fasteners instead of zippers. Kathleen worked hard to complete the NFTE program, and won the business plan competition in her class. She since has been featured on CNN and on local Boston stations. Kathleen completed her senior year of high school and applied for — and received — a full four-year scholarship to Babson College, enabling her to realize her dream of going to college in this country. Kathleen is now well on her way to a life full of successes.

**PHOTOCOPY
PRESERVATION**

What People Say About NFTE

The Students

"All the odds were against me... Teachers used to say I had a bad attitude. But after I started the NFTE program, I found it interesting, and realized I could actually sell the T-shirts I designed... Now I consider myself a role model for other kids."

DWAYNE PRINCE

NFTE/Washington, D.C., Class of 1995

President, Image the World's Tees

"Who would ever think a teenage mother with three children could ever own her own business and also be graduating from college?... Anyone in my situation — growing up in foster homes and being bounced around — would never have dreamed [of it]. NFTE has made it possible."

MICHELLE LEE ARAUJO

NFTE/New England, Class of 1991

President, À La Mode Fashions

1993 NFTE Entrepreneurial Spirit Award Winner

"I am a teenager who overcame many obstacles. I believe now that the sky is the limit, and if a person is determined to do something, that person can do it."

JAVIER PAULINO

NFTE/New York, Class of 1994

President, J.P. Writing Instruments

1994 NFTE Entrepreneurial Spirit Award Winner

"I like NFTE because I like to be selling things and earning money legally so I don't have to go sell drugs."

JAMES CARTER

NFTE/Washington, D.C., Class of 1994

President, Puppets by James

"The NFTE program has taught me to work with other people and become a level-headed, independent young man. Now I'm more focused on achieving my goals and dreams."

JORGE MARTINEZ

NFTE/Northern California, Class of 1994

President, Jorge's World of T-Shirts

1994 Entrepreneurial Spirit Award Winner

Business Leaders

"It can cost society \$1 million in criminal justice and welfare costs, as well as lost tax revenue, when a young person is lost to drugs, crime, and a nonproductive lifestyle... I believe the work of NFTE, Steve [Mariotti] and his staff is the most important work going on in our country today."

RAYMOND G. CHAMBERS, CHAIRMAN

Amelior Foundation

"We should teach inner-city youth what creates prosperity, and show them how to create it for themselves. Steve Mariotti and his fellow teachers have nurtured this powerful vision and passion and I am proud to have a role in it. NFTE students will be the heroes of the next generation."

DAVID H. KOCH, CHAIRMAN

Koch Industries, Inc.

David H. Koch Charitable Foundation

"Microsoft strongly encourages the entrepreneurial efforts of NFTE's young people. From Bill Gates, to every one of our many employees, we understand the spirit of creation. Microsoft is very pleased that we were able to sponsor the first NFTE BizCamp™ in Seattle. We encourage the business community to join us in supporting this great program for helping our youth get practical, hands-on experience in business."

JEFF RAIKES, SENIOR VICE PRESIDENT

Microsoft Corporation

"As an entrepreneur, teacher, and inner-city child myself, I am particularly appreciative of the leadership [NFTE] brings to America's most serious problem."

JOHN W. ALTMAN, DIRECTOR

Thomas C. Page Center for Entrepreneurship

Miami (Ohio) University

"The inner city is the solution, not the problem, and I totally believe that what NFTE is doing will solve the problem. NFTE students use their skills to help better their communities and themselves."

LEON WRIGHT

Levmark Capital Corp.

Atlanta, Georgia

"I am a great believer in finding ways to help people succeed and think that NFTE has much to offer young people, especially those who are struggling to survive and grow while coping with all of the problems associated with inner city life... NFTE is on the right track in identifying the potential to translate the survival tactics employed by these young people into the skill set needed to start and operate a small business."

HENRY MORGAN

*Director, Shore Bank
Chicago, Illinois*

"NFTE currently leads the nation in training young entrepreneurs from disadvantaged backgrounds. NFTE's unique entrepreneurship training program teaches kids, prepares them for the workplace, and helps them learn from personal experience the rewards and challenges of ownership."

JOHN C. WHITEHEAD, RETIRED CHAIRMAN

Goldman Sachs

"The knowledge that NFTE delivers is the single most powerful technology on the face of the earth — it provides economic security."

GEORGE GENDRON, EDITOR IN CHIEF

Inc. Magazine

Civic Leaders

"NFTE is at the center of rebuilding the entrepreneurial base of America by enabling young people to understand the value of transactions. What NFTE offers is the essential way of thinking about the future."

JOSEPH F. DOMINIC, PROGRAM OFFICER

*Director of Education Programs
The Heinz Endowments*

**PHOTOCOPY
PRESERVATION**

"We selected NFTE as an integral part of ANCHOR, the public/private initiative that is the administration's landmark revitalization program for distressed communities in New York City. Why NFTE? Because it works. It is an investment in the young people in our inner cities, and helps them see that there is another way of life."

ROBERT RICHARDS

Office of Mayor Rudolph Giuliani

"NFTE is more than simply a program. NFTE is as much about a movement and ideology as it is about a program approach to learning particular skills. NFTE is dedicated to internal improvement. NFTE works."

"NFTE PRE-EVALUATION PROJECT"

DR. ANDREW B. HAHN, ASSOCIATE DEAN

Brandeis University, Heller School for Advanced Studies

"NFTE and the entrepreneurial spirit can be the hope, not only for the United States or our inner cities, but hopefully for the whole world."

THE HONORABLE JACK KEMP

*Former U.S. Congressman, New York;
Former Secretary, U.S. Department of Housing and
Urban Development; Founder, Empower America*

"These talented young [NFTE] entrepreneurs represent a bright hope for tomorrow and stand as a shining inspiration to us all."

THE HONORABLE DAVID N. DINKINS, FORMER MAYOR

New York City

"NFTE is the best! After extensive review, we found the NFTE program to be a national leader in the field of youth entrepreneurship education."

DR. BOBBY AUSTIN, PROGRAM OFFICER

W.K. Kellogg Foundation

"I congratulate [NFTE] on the commitment you have made to increasing opportunities and raising the horizons of inner-city youth."

GENERAL COLIN L. POWELL, USA (RETIRED)

PITTSBURGH Tribune-Review

MONDAY,
AUG. 7, 1995
Pittsburgh Edition



NFTE program director Wayne Johnson congratulates graduate Christopher Henderson during ceremonies Friday.

Teens learn to run businesses

By Joe Shaulis
TRIBUNE REVIEW

You probably haven't heard of East Coast Candles, Presentment Supplies, Passion Cause or Lavish Music — yet.

They're small businesses owned and run by "at-risk" teen-agers who just completed a program new to Pittsburgh.

The National Foundation for Teaching Entrepreneurship's Pittsburgh division graduated its first class Friday night. Although the group comprised 30 youths as young as 12 and as old as 17 and from all around the city, all of them shared at least one trait: They wanted to do their own thing, said Wayne Johnson, the program's Pittsburgh director.

So NFTE — pronounced "nutty" — tries to teach them early on how to find opportunities and take advantage of them — to be self-made businessmen and businesswomen.

Every day for the past two

SEATTLE & THE NORTHWEST

Business school in session

Workshop gives students entrepreneurial training

By ERIC HOUSTON
PI NW STAFF

Janelle Salter smiles when she thinks about the day she'll start her own business. Only a few weeks ago, she didn't even know where to begin.

"It's amazing that some people don't even know how to do a business plan," said Janelle, an Evergreen High School student.

Students who

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THE AMERICAN ENTERPRISE

THE CHRONICLE OF PHILANTHROPY

Turning 'Street Smarts' Into a Way Out of Poverty

A small non-profit shows low-income children around the country how to start their own businesses using their 'incredible reservoir of ability'

By ELIZABETH CURPINE

UNDERSTAND VICTIMS OF random street violence, Steve J. Mariotti will tell you that getting beaten by a gang of kids here was the best thing that ever happened to him.

"It turned out to be a great deal for me," he says on all seriousness.

At the time of the incident, about 10 years ago, Mr. Mariotti was a 28-year-old, profit-seeking, self-described vulture, working in imports and exports and mostly wrapped up in the thrill of self-employment.

Today he is president of the National Foundation for Teaching Entrepreneurship to Handicapped and Disadvantaged Youth, a non-profit he created here in 1987 to teach low-income children around the country how to start their own businesses.

The Boston Globe

MONDAY, FEBRUARY 25, 1994

Metro Region

Youths bring street savvy to sales

By Tom Mashig
GLOBE STAFF

Anthony Calver is the busy one, calculating the markup and tracking the inventory, all in his black and white these labels.

Hazell Shepherd is the flashy one, working out products and placing together all with a salesperson's poise.

Together, they're... well, they don't have a yet, but they're partners, the teen accountants or turn salesman, two 17-year-olds from the two teens ago from two in their home — try-earn money the really old-fashioned way: by

stuff low and selling it high, over and over

wholesale, will retail and give the profit into more than just pocket change.

They've grown up learning risk, failure and survival, she said. "We want to reach them before they turn all that energy toward the drug industry."

Where so many people are only these, we see the competitive edge that these youths grew up with.

Sharpening that edge means putting the youngsters through an intensive, MIA Kyr has known course while they're still in high school. Topics like market analysis, organizational behavior and influence elasticity are examined over 90 demanding hours.



Ryan
business
part
Nati

The Washington Post

SATURDAY, JUNE 27, 1992



ing the ins and outs of business can be taxing, as these D.C. teenagers in a National Foundation for Teaching Entrepreneurship workshop show.

For At-Risk Teens, a Businesslike Alternative

By Brooke A. Masters
Washington Post Staff Writer

own part of Reebok? It means I'm giving you my when I buy shoes? Can I buy it?"

in Iowa Nike?"

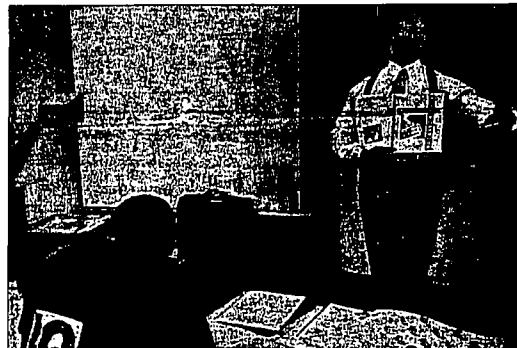
questions and comments back and fast as the concept of ownership dawned on the 18-year-olds, all of them

waiting for their drug to go to court. Two brothers been in a shelter for three

because their parents abused. Some are awaiting sentencing in a group home.

of them have developed own systems for survival. Some know more about dealing (several admit to squaring away hundreds of dollars in than earning a legal dollar.

the National Foundation for Teaching Entrepreneurship, a for-profit nonprofit group, ing to rechannel their sales with a 10-day intensive



Kevin Worham stresses the basics of business operation in the workshop he's directing at Howard University.

"These kids have never been challenged before," said instructor Kevin Worham, who has the chance. "I've been getting in trouble too much selling drugs." he said. "I have a daughter, and That kind of capital is not what

Congressional Record

1196 STATEMENT OF STEVE MARIOTTI, FOUNDER AND PRESIDENT, NATIONAL
1197 FOUNDATION FOR TEACHING ENTREPRENEURSHIP

1198

1199 MR. MARIOTTI. Thank you, Mr. Chairman. I founded NFTE in

1200 1986. I was a special education teacher in Fort Apache, the

1201 South Bronx. And I found in my classes that I was getting

1202 all kinds of positive results by getting children to start

1203 their own business. So I incorporated in 1986, and it's a

1204 not-for-profit 501-C3. And we have grown rapidly. We are now

1205 in eight cities, and have about a 2 million dollar budget.

1206 We are totally privately-funded. We work with about 2,000

1207 children a year. About 93 percent of them come from welfare

1208 families. We work in Bedford Stuyvesant, Harlem, Manhattan,

1209 Newark, West Philadelphia, East L.A., Hyannis, and Wichita,

1210 Kansas, and the Twin Cities in Minnesota.

U.S. NEWS & WORLD REPORT

October 31, 1994

MAKING A DIFFERENCE AND MONEY, TOO

Entrepreneurs are finding rewarding remedies for social ills

Most people who start a business are driven by capitalist urges. Steve Mariotti was inspired by a vicious mugging. Instead of seeking revenge, the import-export businessman and former Ford executive decided to teach kids like his teenage assailants a real lesson: the principles of business. Thirteen years later, his nonprofit National Foundation for Teaching Entrepreneurship is a \$4.5 million enterprise, with 2,650 pupils in 111 cities. "It's hard to make as big a living as I did before," concedes Mariotti, 41, who draws about the same high-five-figure salary as the principal of the South Bronx high school where he still lectures. "But to me, each child is worth a billion dollars. So I consider myself very wealthy."

As the hand wringing intensifies over America's social ills, a blossoming band of entrepreneurs is inventing rewarding remedies. They've been moved to action by a number of unsettling trends: the sharp rise in juvenile crime, the dearth of quality child care, the plight of unskilled workers who can't get jobs. "We had a lot of social service organizations that historically might have been nonprofits that are regular businesses and are just growing like crazy," says David Hoch, president of Cognetics, Inc., an economic research firm in Cambridge, Mass.

So is interest among M.B.A.s. "The students I see are not laid back or lowering their expectations. Many have a real need to engage in something they consider meaningful," reports Prof. Jon Goodwin, director of the Entrepreneurial program at the University of Southern California.



Street smarts. Inner-city kids like those

eral public-minded entrepreneurs managed to dig out and develop a Crime Butler. Mariotti had troubled inner-city teenagers are entrepreneurial; they're the tools to reclaim their own crime to legitimate pursuits. I to supply those tools.

**JUVENILE
ARRESTS FOR
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47 PERCENT
IN 5 YEARS.**

import-export job and teacher like his folks. It didn't take much time to classrooms for M. discern "that a business for children of means crying lessons," signed a comprehensive on course in capitalism "there's more of a it business than in the

THE CHRISTIAN SCIENCE MONITOR



Entrepreneurship 101

city teens work to translate street smarts into business know-how

The Initiative teams National the National Foundation for Teaching Entrepreneurship (NFTE), a nonprofit organization from business skills to re-

son-NFTE summer camp through a local organization for youth with disabilities. She has used a wheelchair since a childhood gunshot wound. "I hope NFTE expands," she says. "I know a lot of kids making money the wrong way—selling drugs, for instance—who could really benefit from this."

Another student, Eshia Tawney, says the kind of training he's getting at Hlatson the summer camp is really

skills. Ribon saw a notice about the entrepreneurial summer camp "on the very bottom" of life low-ten high school a bulletin board and decided to apply, though the deadline had nearly expired. He met about that evening and "thanked" the required essay—knowing, he says, it would have to be "something really sweet."

Students like Eshia and Ribon are a good deal more motivated—and less involved in destructive behavior—than many of the kids targeted by NFTE. The program's president and founder, Steve Mariotti, says it has reached 7,000 teenagers since it began in 1987. To find participants, NFTE works with public schools and with such community organizations as Boys and Girls Clubs and Big Brothers.

"Participation has nothing to do with prior achievement," says Mariotti, who spent 10 years as a special education teacher in the South Bronx before starting NFTE. He had also run an export business of his own and has a master's degree in business administration from the University of Michigan. The program

minors in entrepreneurial skills are only part of the two-week camp. Students visit a bank, negotiate with wholesalers, run a sales booth.

met has a relevance he has rarely found in regular school. "School is not a major interest yet," says Eshia, underlining the fact that lately he's been putting more time into his side job as a part-time food truck vendor. He would get better grades if he were to be sure that he's extremely interested in making money and learning business.

Early on in this venture, I would myself never to get discouraged," Mariotti says. "I cannot allow myself to give in to the sad realities of poverty in inner-city America. My job is to carry forward the goals of NFTE, which is to teach every child who is born into poverty how to achieve a high sense of self-worth by starting a business."

His personal sacrifice then worth it?

"Without a doubt," Mariotti says. "I've personally taught about 1,800 NFTE graduates, so I've met 1,800 friends. I've got kids and teachers all over this country who know and respect me for what I'm doing. I'm president and CEO of an organization that is leading a national movement to liberate children from a

dilemma of running a charity is that because I don't own it, my personal income has to be limited. I've had to learn to measure my success in terms other than how much money I earn."

One other unavoidable fact Mariotti must face is that, since 1982, an average of one NFTE member a year has died a victim of inner-city violence. Mariotti says that there are many other instances nearly as horrific: tales of desperate lives and desperate circumstances. But he refuses to let these incidents deter him from his purpose.

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WALL STREET JOURNAL

THE WALL STREET JOURNAL

SMALL BUSINESS

All in the Family

No Child's Play

When kids start their own businesses, everybody in the house pays

helps and a lot. Mr. Childers agrees. She has learned the importance of teaching her son, for example, and while his home office has a separate cashbox and a personal computer, he uses the last dollar of his money to buy a new toy.

"Mom Loves This"

As it has grown, his business has pretty much taken over his bedroom, a computer room and the bathroom in the garage, which has become a de facto workshop. Mother had no choice but to let it be. "I'm not going to let my son be a failure," she says.

"Kids are like this," Mr. Childers says. "The children have a great entrepreneurial spirit."

Like entrepreneurs of any age, kids typically get ideas for businesses by seeing what others are doing. In the case of Mr. Childers, the idea came from a TV show.

The young Mr. Childers was 12 and was watching his father's business. He had only one gripe about his 18-foot stainless steel table: The cover that protected it from the hot Texas sun was hard to open in place. It was like trying to tie a knot in a rope while the rope was moving.

So he designed a "Mopad" in his room with his mother's help. "I had to be a kid," he says. "I had to be a kid."

This year, Mr. Childers's "Mopad" entered a local business competition. He was named the winner of the competition. He has now sold 200 of his "Mopads" in his neighborhood. He is now a successful entrepreneur.

CLARK CHILDERS

Investor's Business

"The Newspaper For Important Decisions"

Wednesday, April 22, 1992

LEADERS & SUCCESS

Educator Steve Mariotti:

Helping Street-Smart, At-Risk Kids Become

By Thomas McArdle

In New York

Serena Felder, 21 and a Bronx native, sells watches and lingerie.

She buys in bulk from the wholesaler and charges several times the wholesale price—which still ends up being a pretty good bargain for her customers, mostly her mother's friends and friends of friends.

To the high-powered brokers on Wall Street, several blocks away from where Felder is giving this interview, this may sound laughably insignificant. But few of them have had the kind of personal challenges in their lives that she has.

As young as she is, Serena has been in Riker's Island jail for a drug-related offense. And she has been smart enough

and brave enough to turn her back on that life.

Doing that was a little bit easier with some help from Steve Mariotti and his nonprofit National Foundation for Teaching Entrepreneurship.

Mariotti, president and founder of NFTE (pronounced "nifty"), wanted to take the natural aggressiveness of street-smart, often trouble-prone kids in America's cities and slums and turn it into sense, often one child at a time.

An MBA who had been a financial analyst in the treasury division of Ford

Mariotti Helps Kids Become

From page 1 the program, started a small street vendor business, then moved out of New York area and is now a bank teller.

For two, the program was a failure. Mariotti says, and he heard that one murdered.

All in all, this is an incredible record of success for children whose schools considered them beyond hope. "It's my first major breakthrough in applying this craft to highly at-risk kids," Mariotti noted.

As if the burden of crime and poverty weren't enough of a disadvantage against inner-city youth with the potential to run their own business, Steve Mariotti cannot emphasize enough that the government itself is another major obstacle.

"We have high and confusing rate of taxation and a lot of confusing paperwork," he says. "It's not threatening. They can spend the thousands of dollars for the lawyers to

Some Successes

There are now in college, one is a senior. Two, as teenagers, built businesses with over \$500 in monthly sales.

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Problem Youths Learn How to Succeed in Business

WASHINGTON, March 12—Violence has reached one in five of the inner-city for years and pulled out his business.

It is said in bold, crime type "Violence Will Kill."

Violence is 17 years old a high school senior in the South Bronx who used to be a street vendor and now a business owner.

He is a project in a course at James J. Vocational High School.

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Dividend

University of Michigan Business School

Spring, Summer 1995

Taking Capitalism to the Streets - Continued from page 19

African-American adults, 19 times the rate for Hispanics, and twice the rate for Caucasians. When college business students become involved as mentors, the retention rate exceeds 20%, Mariotti says.

What about the 80% who don't sustain their initial entrepreneurial efforts?

"They will walk away with improved chances of getting a job because they have become financially literate," Mariotti says.

"They know how to negotiate, how to market themselves, how to express themselves. Some may still start a business later on."

Mariotti admits that he relies heavily on his faith and on an iron constitution to keep him going. He needs it. Last year alone he logged 222 days on the road as a pitch man for NFTE.

"I never turn down a speaking engagement, and I will travel anywhere to meet anyone who has capital they'd like to invest in NFTE," Mariotti says.

Ironically, the man whose chosen profession is to teach impoverished youth about the empowering virtues of money earns an annual salary that is a fraction of what he would have been making had he remained in the import-export business, or a Ford financial executive.

"I see nothing wrong in making money," Mariotti explains. "In fact, one of the first lessons we teach a child is that you can do

dilemmas of running a charity is that because I don't own it, my personal income has to be limited. I've had to learn to measure my success in terms other than how much money I earn."

One other unavoidable fact Mariotti must face is that, since 1982, an average of one NFTE member a year has died a victim of inner-city violence. Mariotti says that there are many other instances nearly as horrific: tales of desperate lives and desperate circumstances. But he refuses to let these incidents deter him from his purpose.

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San Francisco Chronicle

NORTHERN CALIFORNIA'S LARGEST NEWSPAPER



JULIE SILARD
DIVISIONAL DIRECTOR
WASHINGTON, DC DIVISION

THE NATIONAL FOUNDATION FOR TEACHING ENTREPRENEURSHIP

733 15TH STREET, NW, SUITE 300, WASHINGTON, DC 20005
PH: (202)628-6383 FAX: (202)628-7738 E-MAIL: NFTEDC@MSN.COM

"Renewing Our Communities One New Entrepreneur at a Time"

Sponsorship Opportunities

INVESTING IN OUR YOUTH

NFTE — a national nonprofit [501(c)(3)] organization — has grown from a promising idea into a dynamic entrepreneurial movement, thanks to strong support from more than 1,000 sponsors and supporters. Because NFTE does not accept government funding, it will continue to rely on the generosity of corporations, foundations, small businesses and individuals in order to help renew America's communities by introducing young people to the power of business and entrepreneurship.

Why NFTE? Because It Works

With so many worthy causes and programs in need of resources, sponsors say NFTE stands out because:

- It has a powerful, measurable impact on youth living in poverty.
- It is one of the best strategies ever conceived to attack the poverty cycle and resulting social problems in America's low-income communities.
- It is not a charity or a giveaway program — it is an investment in our collective futures that will pay benefits for many years to come.
- Every dollar donated provides critical operating revenue and research and development support.
- To ensure that NFTE is working efficiently, the organization is undertaking a series of rigorous external evaluation activities to monitor its performance and study the effectiveness of its programs. Professor Andrew Hahn, Associate Dean, Heller Graduate School of Social Science and Policy Research, Brandeis University, is working on a multi-year, net-impact, random assignment external assessment of the NFTE programs.

Benefits of the NFTE Investment

An investment in NFTE provides much more than entrepreneurial training for low-income youth, because NFTE also:

- Creates future small business owners and employees who understand business and who have a strong work ethic.
- Works to have a positive influence on public policy debates concerning welfare, education and tax reform.
- Promotes free enterprise and market-based solutions to issues of national concern.

Sponsors See Returns, Too

Sponsors have found that, in addition to the satisfaction that results from making a difference in so many young lives, donations to NFTE also provide numerous direct and indirect sponsor benefits. There are few better ways to demonstrate a commitment to your community than by helping to affect positive change where it is most desperately needed. And NFTE works hard to ensure that all sponsors receive high-profile recognition for their contributions.

NFTE sponsors:

- Benefit from positive media exposure. NFTE divisions generate ongoing local media coverage, and NFTE receives coverage in the nation's top newspapers as well as on national television and radio news.
- Are highlighted in national and local program materials and publications.
- Participate in graduation ceremonies, awards programs and other high-visibility events.
- Have opportunities to work with other business and community leaders who also are supporting NFTE.

For corporate sponsors, NFTE provides opportunities for employee relations, investor relations and community relations, helps to build a stronger business community to operate in, encourages customer loyalty, and creates future customers and employees who understand business.

Sponsorship Comes in Many Forms

NFTE is eager to work with any individual or organization willing to help provide entrepreneurial training for low-income youth. Since its inception, NFTE has created flexible, productive partnerships that allow donors to provide support in a way that best matches their available resources. These resources have included donations of time, knowledge and materials, as well as financial support. Following are a few examples:

- **Fel-Pro Corporation** is underwriting an after-school NFTE program in Cabrini Green, one of the most troubled public housing projects in Chicago. In addition to providing financial support and student materials, Dave Weinberg, co-chairman of Fel-Pro, will help teach the NFTE program.
- **Koch Industries, Inc.** provides program support in NFTE/Kansas and NFTE/Minnesota and involves its top executives and their families as guest speakers, advisors and supporters. In addition, The David H. Koch Foundation provided a \$1 million grant to fund the first two years of NFTE programs in Washington, D.C.
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- **Microsoft Corporation** provides financial support and computer software for NFTE, and sponsored a NFTE Summer BizCamp™ in Seattle, near its corporate headquarters, to coincide with the launch of its Windows'95 software. Microsoft is committed to developing many more exciting partnership initiatives with NFTE.

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NFTE sponsors range from \$1 "Donors" to \$1,000,000 "Underwriters." They include concerned individuals, small businesses, national foundations and major financial institutions. The broad range and variety of support is testament to the importance and universal appeal of NFTE's mission and the recognition that everyone can and should play a role in renewing America's low-income communities. The following is a partial listing of NFTE past and current sponsors.

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<i>Boys' and Girls' Clubs of New York</i>	<i>Claude R. Lambe Foundation</i>
<i>Boys' and Girls' Clubs of</i>	<i>J. M. Foundation</i>
<i>San Francisco</i>	<i>MCI Foundation</i>
<i>Chase Manhattan Bank</i>	<i>Microsoft Corporation</i>
<i>The Clark Foundation, Inc.</i>	<i>Foundations of the Milken Families</i>
<i>The Coleman Foundation, Inc.</i>	<i>The Charles Stewart Mott</i>
<i>The Cummings Memorial Fund</i>	<i>Foundation</i>
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<i>Theodore Forstmann</i>	<i>Entrepreneurial Studies</i>
<i>General Mills Foundation</i>	<i>Roy Rogers</i>
<i>Goldhirsh Family Charitable Trust</i>	<i>The Scaife Family Foundation</i>
<i>Howard Heinz Endowment</i>	<i>The Tiger Foundation</i>
<i>Inc. Magazine</i>	<i>Tiger Management Corporation</i>
<i>The J. M. Kaplan Foundation, Inc.</i>	<i>UCOP/Milken Institute: Columbia</i>
<i>Ewing Marion Kauffman</i>	<i>University</i>
<i>Foundation</i>	<i>UCOP/University of Pennsylvania</i>
<i>W.K. Kellogg Foundation, Inc.</i>	<i>-Wharton School of Business</i>
<i>The F.M. Kirby Foundation, Inc.</i>	<i>U.S. Venture Partners</i>
	<i>John Whitehead</i>

Four Options for Investing in NFTE

1 SUPPORTING THE STUDENTS

Covering training and/or materials expenses for one or more students is a simple investment that can return life – and community – changing dividends.

Underwriting scholarships — For less than the cost of admission to many charity events or fundraising dinners, you can provide a young person with a NFTE program experience. *Typical cost per student — \$400 to \$850, depending on the division's location and current funding level.*

Providing materials — Sponsors also can supply NFTE students with the tools and training materials they need to help open the door to the world of business. An essential tool is the NFTE BizBag™, a canvas briefcase containing NFTE's publications and useful business materials such as a calculator, receipt book and dictionary. Alternatively, sponsors may purchase sets of the printed curriculum materials separately. *Cost per student — \$15 to \$125 for NFTE curriculum materials.*

2 SUPPORTING A DIVISION

There are few better investments in the future of a community than supporting a NFTE division that will train hundreds of young people each year and expose hundreds more to the world of business. It is only through this long-term investment that an entrepreneurial culture will flourish over a generation.

Underwriting initial costs of a new NFTE division will introduce an entire community to the benefits of entrepreneurial instruction. Typical initial-year funding will support 10-12 training sites and training for 20 teachers. It would enable NFTE to train more than 200 students through the full Core Program, plus 140 students through the Fundamentals Program, as well as an additional 500-1,000 students through NFTE Exposure Seminars. *Typical initial-year funding from \$120,000 to \$425,000.*

Supporting an existing division will help expand and build on an already successful effort, creating opportunities to reach more young people and have an even

greater impact on their lives. We need to continue to finance the essential work that is being done in every NFTE division. *Donations from \$50 to \$500,000 or more can help support and expand NFTE divisions.*

Sponsoring a NFTE Business Center will give NFTE students the business environment they need to succeed after they have graduated from the program. NFTE Business Centers are facilities where young people who lack access to safe, well-equipped work environments can go to do research, learn skills and develop their business plans and businesses. *Business Center donations can include providing office space or equipment, such as computers, telephones, and other technology support. Capital start-up costs are approximately \$70,000. Ongoing costs per Center are about \$40,000 per year.*

3 SUPPORTING A NFTE BIZCAMP™

Any organization or individual can introduce NFTE to their community by underwriting or hosting a NFTE BizCamp™ — an intensive one- or two-week summer program. A BizCamp™ can be hosted at your local college or university, a corporation, or even the local chamber of commerce. Typically, the programs train from 20 to 40 at-risk teens from the area. *BizCamp™ package cost — \$20,000 to \$50,000, depending on location.*

4 SUPPORTING THE NATIONAL ENTREPRENEURSHIP MOVEMENT

Supporting NFTE Center for Youth Entrepreneurship Education (CYEE) will help provide the research, development, training services and logistics support necessary to bring entrepreneurial training to youth in as many low-income communities as possible. This option is especially appealing to those who feel strongly about the importance of:

- Renewing our communities from the inside out;
- Developing more minority-owned businesses over the long term; and
- Improving business education for teens.

continued on back panel

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<i>Goldhirsh Family Charitable Trust</i>	<i>The Scaife Family Foundation</i>
<i>Howard Heinz Endowment</i>	<i>The Tiger Foundation</i>
<i>Inc. Magazine</i>	<i>Tiger Management Corporation</i>
<i>The J. M. Kaplan Foundation, Inc.</i>	<i>UCOP/Milken Institute: Columbia</i>
<i>Ewing Marion Kauffman</i>	<i>University</i>
<i>Foundation</i>	<i>UCOP/University of Pennsylvania</i>
<i>W.K. Kellogg Foundation, Inc.</i>	<i>-Wharton School of Business</i>
<i>The F.M. Kirby Foundation, Inc.</i>	<i>U.S. Venture Partners</i>
	<i>John Whitehead</i>

NFTE sponsors:

- Benefit from positive media exposure. NFTE divisions generate ongoing local media coverage, and NFTE receives coverage in the nation's top newspapers as well as on national television and radio news.
- Are highlighted in national and local program materials and publications.
- Participate in graduation ceremonies, awards programs and other high-visibility events.
- Have opportunities to work with other business and community leaders who also are supporting NFTE.

For corporate sponsors, NFTE provides opportunities for employee relations, investor relations and community relations, helps to build a stronger business community to operate in, encourages customer loyalty, and creates future customers and employees who understand business.

Sponsorship Comes in Many Forms

NFTE is eager to work with any individual or organization willing to help provide entrepreneurial training for low-income youth. Since its inception, NFTE has created flexible, productive partnerships that allow donors to provide support in a way that best matches their available resources. These resources have included donations of time, knowledge and materials, as well as financial support. Following are a few examples:

- **Fel-Pro Corporation** is underwriting an after-school NFTE program in Cabrini Green, one of the most troubled public housing projects in Chicago. In addition to providing financial support and student materials, Dave Weinberg, co-chairman of Fel-Pro, will help teach the NFTE program.
- **Koch Industries, Inc.** provides program support in NFTE/Kansas and NFTE/Minnesota and involves its top executives and their families as guest speakers, advisors and supporters. In addition, The David H. Koch Foundation provided a \$1 million grant to fund the first two years of NFTE programs in Washington, D.C.
- **Artistic Impressions, Inc. (AI)** has adopted NFTE for its corporate giving, and supports NFTE as a national sponsor. AI also sponsors NFTE/Chicago. In addition, the company involves its executives and staff in

volunteer leadership positions, and CEO Bart Breighner serves as the chairperson of NFTE's national board of directors.

- **Microsoft Corporation** provides financial support and computer software for NFTE, and sponsored a NFTE Summer BizCamp™ in Seattle, near its corporate headquarters, to coincide with the launch of its Windows'95 software. Microsoft is committed to developing many more exciting partnership initiatives with NFTE.

And Sponsors Come in Many Sizes

NFTE sponsors range from \$1 "Donors" to \$1,000,000 "Underwriters." They include concerned individuals, small businesses, national foundations and major financial institutions. The broad range and variety of support is testament to the importance and universal appeal of NFTE's mission and the recognition that everyone can and should play a role in renewing America's low-income communities. The following is a partial listing of NFTE past and current sponsors.

<i>Alcoa Foundation</i>	<i>The Esther A. & Joseph</i>
<i>Amelior Foundation</i>	<i>Klingenstein Fund, Inc.</i>
<i>Amelior Investment Trust</i>	<i>Charles G. Koch Charitable</i>
<i>Artistic Impressions, Inc.</i>	<i>Foundation</i>
<i>Babson College</i>	<i>The David H. Koch Charitable</i>
<i>Bank of Boston</i>	<i>Foundation</i>
<i>Bodman/Achelis Foundations</i>	<i>Koch Industries</i>
<i>Boys' and Girls' Clubs of Newark</i>	<i>Koch Refining Co.</i>
<i>Boys' and Girls' Clubs of New York</i>	<i>Claude R. Lambe Foundation</i>
<i>Boys' and Girls' Clubs of</i>	<i>J. M. Foundation</i>
<i>San Francisco</i>	<i>MCJ Foundation</i>
<i>Chase Manhattan Bank</i>	<i>Microsoft Corporation</i>
<i>The Clark Foundation, Inc.</i>	<i>Foundations of the Milken Families</i>
<i>The Coleman Foundation, Inc.</i>	<i>The Charles Stewart Mott</i>
<i>The Cummings Memorial Fund</i>	<i>Foundation</i>
<i>DBL Foundation, Inc.</i>	<i>The New York Community Trust</i>
<i>The W. H. Donner Foundation</i>	<i>Alan J. Patricof</i>
<i>Evaluation Associates, Inc.</i>	<i>The Pew Charitable Trusts</i>
<i>Fleet Financial Corp.</i>	<i>The Price Institute for</i>
<i>Theodore Forstmann</i>	<i>Entrepreneurial Studies</i>
<i>General Mills Foundation</i>	<i>Roy Rogers</i>
<i>Goldhirsh Family Charitable Trust</i>	<i>The Scaife Family Foundation</i>
<i>Howard Heinz Endowment</i>	<i>The Tiger Foundation</i>
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<i>Foundation</i>	<i>UCOP/University of Pennsylvania</i>
<i>W.K. Kellogg Foundation, Inc.</i>	<i>-Wharton School of Business</i>
<i>The F.M. Kirby Foundation, Inc.</i>	<i>U.S. Venture Partners</i>
	<i>John Whitehead</i>

Four Options for Investing in NFTE

1 SUPPORTING THE STUDENTS

Covering training and/or materials expenses for one or more students is a simple investment that can return life – and community – changing dividends.

Underwriting scholarships — For less than the cost of admission to many charity events or fundraising dinners, you can provide a young person with a NFTE program experience. *Typical cost per student — \$400 to \$850, depending on the division's location and current funding level.*

Providing materials — Sponsors also can supply NFTE students with the tools and training materials they need to help open the door to the world of business. An essential tool is the NFTE BizBag™, a canvas briefcase containing NFTE's publications and useful business materials such as a calculator, receipt book and dictionary. Alternatively, sponsors may purchase sets of the printed curriculum materials separately. *Cost per student — \$15 to \$125 for NFTE curriculum materials.*

2 SUPPORTING A DIVISION

There are few better investments in the future of a community than supporting a NFTE division that will train hundreds of young people each year and expose hundreds more to the world of business. It is only through this long-term investment that an entrepreneurial culture will flourish over a generation.

Underwriting initial costs of a new NFTE division will introduce an entire community to the benefits of entrepreneurial instruction. Typical initial-year funding will support 10-12 training sites and training for 20 teachers. It would enable NFTE to train more than 200 students through the full Core Program, plus 140 students through the Fundamentals Program, as well as an additional 500-1,000 students through NFTE Exposure Seminars. *Typical initial-year funding from \$120,000 to \$425,000.*

Supporting an existing division will help expand and build on an already successful effort, creating opportunities to reach more young people and have an even

greater impact on their lives. We need to continue to finance the essential work that is being done in every NFTE division. *Donations from \$50 to \$500,000 or more can help support and expand NFTE divisions.*

Sponsoring a NFTE Business Center will give NFTE students the business environment they need to succeed after they have graduated from the program. NFTE Business Centers are facilities where young people who lack access to safe, well-equipped work environments can go to do research, learn skills and develop their business plans and businesses. *Business Center donations can include providing office space or equipment, such as computers, telephones, and other technology support. Capital start-up costs are approximately \$70,000. Ongoing costs per Center are about \$40,000 per year.*

3 SUPPORTING A NFTE BIZCAMP™

Any organization or individual can introduce NFTE to their community by underwriting or hosting a NFTE BizCamp™ — an intensive one- or two-week summer program. A BizCamp™ can be hosted at your local college or university, a corporation, or even the local chamber of commerce. Typically, the programs train from 20 to 40 at-risk teens from the area. *BizCamp™ package cost — \$20,000 to \$50,000, depending on location.*

4 SUPPORTING THE NATIONAL ENTREPRENEURSHIP MOVEMENT

Supporting NFTE Center for Youth Entrepreneurship Education (CYEE) will help provide the research, development, training services and logistics support necessary to bring entrepreneurial training to youth in as many low-income communities as possible. This option is especially appealing to those who feel strongly about the importance of:

- Renewing our communities from the inside out;
- Developing more minority-owned businesses over the long term; and
- Improving business education for teens.

continued on back panel

Request for Information

SPONSORSHIP AND DONOR OPPORTUNITIES

DATE: _____

NAME: _____

TITLE: _____

ORGANIZATION: _____

CITY/STATE/ZIP: _____

TEL: _____ FAX: _____

I am interested in supporting NFTE. Please contact me about the following sponsorship activities:

- _____ Underwriting scholarships
(typical cost per student — \$400 to \$850)
- _____ Providing materials
(typical cost per student \$15 to \$125)
- _____ Underwriting initial costs of a new NFTE division
(initial-year funding ranges from \$120,000 to \$425,000)
- _____ Supporting an existing division
(donations from \$50 to \$500,000)
- _____ Sponsoring a NFTE Business Center
(capital start-up costs are approximately \$70,000 per Center)
- _____ Underwriting a NFTE Summer BizCamp™
(packages start at \$20,000)

I am interested in supporting NFTE's efforts with a tax-deductible contribution.

- _____ NFTE Underwriter (\$100,000+)
- _____ NFTE Partner (\$50,000+)
- _____ NFTE Investor (\$25,000+)
- _____ NFTE Patron (\$10,000+)
- _____ NFTE Supporter (\$5,000+)

_____ NFTE Advocate (\$1,000+)

_____ NFTE Friend (\$100+)

_____ NFTE Donor (\$1+)

_____ *My contribution is enclosed.*

_____ *Please contact me regarding a contribution of appreciated stock or mutual fund shares.*

I am interested in helping NFTE, please:

_____ Send me information about how to include NFTE in my will, insurance policy or trust.

_____ Contact me regarding how my company can help NFTE.

_____ Call me. I can help provide access to resources for NFTE.

_____ Call me. I would like to volunteer for NFTE.

_____ Call me. I would like to start an employee matching-gift initiative with my company.

Do you have suggestions about others who would be interested in hearing about NFTE's work (please include name, address, phone/fax number) _____

May we mention you as a referral when contacting the above person? (circle) YES NO

Mail or Fax Form To:

Mr. Mike Caslin, Executive Vice President
National Foundation for Teaching Entrepreneurship
120 Wall Street, 29th Floor
New York, NY 10005
TEL: (212) 232-3333 FAX: (212) 232-2244
Or, E-mail the Business Development Office at
NFTE@aol.com

NFTE Services & Products

THE RIGHT TOOLS FOR THE JOB

In addition to having an enormous impact through its basic programs that provide entrepreneurship training to low-income youth, NFTE has developed state-of-the-art materials on business techniques that are among the best available. These materials, along with the services NFTE offers, will benefit those involved in providing business education to young people, as well as the young people themselves.

Services

NFTE staff and teachers are available to help "spread the word" about entrepreneurship for young people by providing the following services.

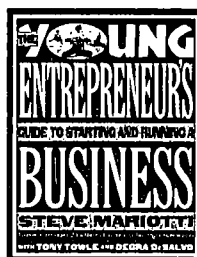
1 **NFTE PROGRAM MANAGEMENT SERVICES** — NFTE divisions can be contracted to provide complete entrepreneurial training programs to low-income young people.

2 **TEACHER TRAINING CERTIFICATION AND ORGANIZATIONAL LICENSING OPPORTUNITIES**

To ensure that every NFTE student receives the highest quality experience possible, NFTE has developed certification training and licensing options for use by educators, business executives, youth workers, and organizations that want to become involved with NFTE.

NFTE University trains candidates from a wide variety of youth-service organizations and public schools and provides follow-up technical assistance. Benefits from training include staff development, teacher transparencies,

SPECIAL ANNOUNCEMENT



NFTE is proud that Random House has chosen to publish a condensed version of our curriculum, entitled *The Young Entrepreneur's Guide to Starting and Running a Business*.

Comments show the enthusiasm with which this book has been received:

"The Young Entrepreneur's Guide is the bible of self-help. It not only tells the story of many young people who have made the journey to success and self-respect, it shows step-by-step how you can do the same."

JACK KEMP

Former Secretary of the Department of Housing and Urban Development; Founder, Empower America

"No one in America is more experienced working with aspiring entrepreneurs than Steve Mariotti. The Young Entrepreneur's Guide is loaded with practical advice and know-how that will benefit young people in pursuit of the entrepreneurial dream."

JEFFRY A. TIMMONS

Franklin W. Olin Distinguished Professor of Entrepreneurship, Babson College

lesson plan texts with more than 70 state-of-the-art lesson plans, quizzes, and tests. The certified teacher or licensed organization in turn does the actual entrepreneurial training of the students. NFTE will select applicants based on their experience in business and/or youth service.

Individual Teacher Certifications. Individuals who want to teach the NFTE program can submit applications to attend a Core, Fundamentals, or Exposure training course. The training covers key areas such as classroom management, entrepreneurial instruction, and program operation issues that ensure a high-impact, quality NFTE program. There are three types of individual certifications:

- **NFTE Core Program Teacher Certification** — This option requires 32 hours of training in the comprehensive NFTE program.
- **NFTE Fundamentals Program Teacher Certification** — NFTE certifies trainees to teach the Fundamentals Program after completion of 16 hours of training.

- **NFTE Exposure Teacher Training** — Individuals may teach the NFTE Exposure Program after eight hours of training.

Organization Licenses — Organizations, such as schools, churches, community-based organizations, youth-service organizations, and correctional facilities, may want to obtain licenses to teach the NFTE curriculum. There are two types of organizational licenses:

- **Exclusive License** — NFTE works with an organization, training a minimum of 10 teachers at a time. With this license, no other organization in the agreed-upon area would be able to offer NFTE programs.
- **Non-Exclusive License** — With this type of license, NFTE will train a minimum of 10 teachers in an organization; however, other organizations in the area also may be authorized to offer NFTE programs.

3

CONSULTING SERVICES

NFTE executives and teachers are available to advise businesses, educators, and community-based service organizations about entrepreneurship for young people. We can assist in developing customized entrepreneurial training programs. Organizations can contract with NFTE for these services on an hourly or per-project basis.

4

SPEAKER'S BUREAU

In order to educate the public about the role entrepreneurship can play in renewing America's communities, NFTE representatives are available to speak at your company, school, or organization. NFTE executives have made numerous presentations across the country, reaching business and civic leaders, educators, and administrators from other nonprofit and youth organizations. Topics include entrepreneurial training for inner-city teens and ways to get involved in the NFTE entrepreneurial movement.

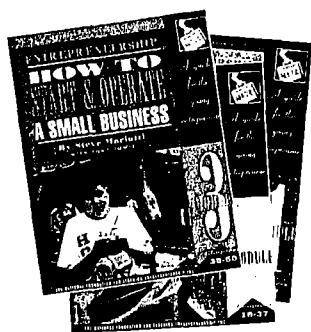


Products

NFTE has developed publications and products in support of its state-of-the-art training programs that can be used by those involved with the NFTE programs as well as by others in our communities, including businesses, civic organizations, and other youth groups.

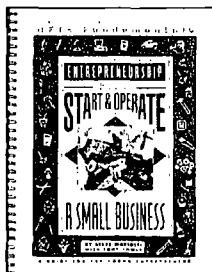
Publications

The following are publications that NFTE has developed for its proven entrepreneurship program.



How to Start and Operate a Small Business: A Guide for the Young Entrepreneur—This comprehensive, 50-chapter, three-module set is the heart of NFTE's "mini-MBA" course that teaches the principles of entrepreneurship. It provides the knowl-

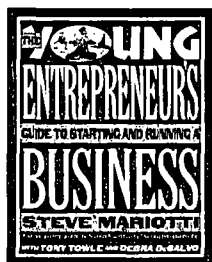
edge and techniques needed for small-business start-up and financial success. Set also includes Business Plan Workbook Item #1003A \$50.00



How to Start and Operate a Small Business: NFTE Fundamentals—

This is a condensed version of the three-module set that introduces the reader to the basics of entrepreneurship in 20 essential chapters.

.....Item #1007 \$30.00



The Young Entrepreneur's Guide to Starting and Running a Business

— Published by Random House, this is a mass-market, self-help version of the text for young entrepreneurs outside the NFTE network. It includes stories of young entrepreneurs who

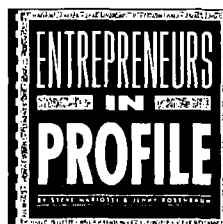
have started businesses, illustrating concrete ways to turn hobbies, skills, and interests into profit-making ventures.

..... Item #1004A \$15.00



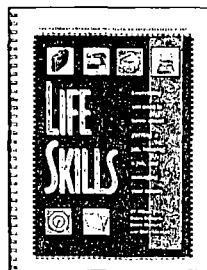
Business Plan Workbook— This "road map" helps users write a complete and realistic business plan; it contains a completed sample to assist the writer. It is available both in Core and Fundamentals versions.

The version with text provides easy-to-follow examples of a successful business plan.Item #2123 \$15.00



Entrepreneurs in Profile — This contains concise, easy-to-read, and inspiring biographies of a diverse group of famous American business people written especially for the young entrepreneur. Instructive

exercises follow each story.Item #1002 \$16.00



Life Skills: Everything You Need to Know About Getting a Job, Keeping a Job, and Managing Your Money—

This book is a self-contained guide for the young person who wants to participate effectively in the marketplace.

.....Item #1008 \$12.00

Other Products

NFTE has developed and tested products that assist the young entrepreneur in successfully starting a business. These materials also can be utilized easily by businesses and civic groups.

- **BizBag™** — A self-contained entrepreneurial start-up kit that produces the organizational tools that reinforce basic business principles. Developed and updated over the years, this kit is an excellent tool for the beginning business person. The bag, made of sturdy black canvas, contains three of the publications listed above: *How to Start and Operate a Small Business*, *Entrepreneurs in Profile*, and *The Business Plan Workbook*. In addition, it contains many tools useful to a beginning entrepreneur, including an organizer wallet and pen, calculator, mortgage calculator, record-keeping book, pocket dictionary, sales-receipt book, and business-card holder. (see back panel)Item #2001C \$125.00

continued on back panel

lesson plan texts with more than 70 state-of-the-art lesson plans, quizzes, and tests. The certified teacher or licensed organization in turn does the actual entrepreneurial training of the students. NFTE will select applicants based on their experience in business and/or youth service.

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NFTE BizBag™

The NFTE Record Book

Business Plan Workbook

How to Start & Operate a Small Business: 3-Module Set

Webster's Pocket Dictionary

Mortgage Calculator

NFTE BizBag

Entrepreneurs in Profile

NFTE Ruler

Theme Book

Calculator

NFTE Watch

Sales Receipt Book

Highlighter

Organizer

NFTE Pencils

- **WizBag™** — Designed to assist a teacher in bringing to life the entrepreneurial possibilities of inventions, this kit contains information on inventions that are taken for granted, such as the Band-Aid and the yo-yo. *Inventions in Profile*, which contains a guide for holding an invention contest, and an interview with a NFTE graduate who has a patent pending, are also included.....Item #3001K \$60.00

- **Entrepreneur T-Shirt** — These quality, all-cotton shirts allow entrepreneurs to show pride in their business achievements. They also are a great way for NFTE students, teachers, sponsors and supporters to promote the entrepreneurial spirit. Two sizes.

..Large: Item #2106 \$8.00

XLarge: Item #2107 \$8.00

NATIONAL FOUNDATION for
TEACHING ENTREPRENEURSHIP

120 WALL STREET • 29TH FLOOR

NEW YORK, NY 10005



Services Order Form

Purchased By:

DATE OF ORDER: _____

NAME: _____

TITLE: _____

COMPANY NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

TEL: _____ FAX: _____

Ship To:

DATE NEEDED: _____

NAME/TITLE: _____

COMPANY NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

NFTE REPRESENTATIVE: _____

SHIP VIA: (circle one) Ground 2nd Day Next Day Air

Contract Program Services

I'm excited about NFTE! Please have someone call me to discuss:

- | | |
|---|--|
| ☐ Core Program (minimum 15 students) | ☐ Summer BizCamp™ - Fundamentals Program (one week) |
| ☐ Fundamentals Program (minimum 15 students) | ☐ Consulting Services |
| ☐ Summer BizCamp™ - Core Program (two weeks) | ☐ Speaker's Bureau |

NFTE University Teacher Training Services

T-1	NFTE Core Certification Training <i>(by application only)</i> ☐ Babson College, Wellesley, MA, <i>Mid-July (call for details)</i>	\$950.00		
T-2	NFTE Fundamentals Certification Training - 16 hours <i>(check desired date below)</i> ☐ New York, NY, <i>January 24-25</i> ☐ New York, NY, <i>February 21-22</i> ☐ New York, NY, <i>March 21-22</i> ☐ Washington DC, <i>March 21-22</i> ☐ Dallas, TX, <i>April 11-12</i> ☐ Los Angeles, CA, <i>April 25-26</i> ☐ New York, NY, <i>April 25-26</i> ☐ Atlanta, GA, <i>May 30-31</i> ☐ New York, NY, <i>May 30-31</i> ☐ New York, NY, <i>June 27-28</i> ☐ New York, NY, <i>July 25-26</i> ☐ New York, NY, <i>August 29-30</i> ☐ New York, NY, <i>September 26-27</i> ☐ New York, NY, <i>October 24-25</i> ☐ San Francisco, CA, <i>October 24-25</i> ☐ New York, NY, <i>November 21-22</i> ☐ Boston, MA, <i>November 21-22</i> ☐ New York, NY, <i>December 19-20</i>	\$650.00		
T-3	NFTE Exposure Certification Training - 8 Hours <i>(call for availability)</i>	\$100.00		

All dates are subject to change. For confirmation of dates and all other Teacher Training information, please Call C.J. Meenan, Director, NFTE University, at 1-800-FOR-NFTE.
NOTE: Add Total Cost to **Products Order Form** on reverse side.

Organizational Licensing

*I represent an organization that is interested in bringing NFTE to my community.
Please have someone call me to discuss:*

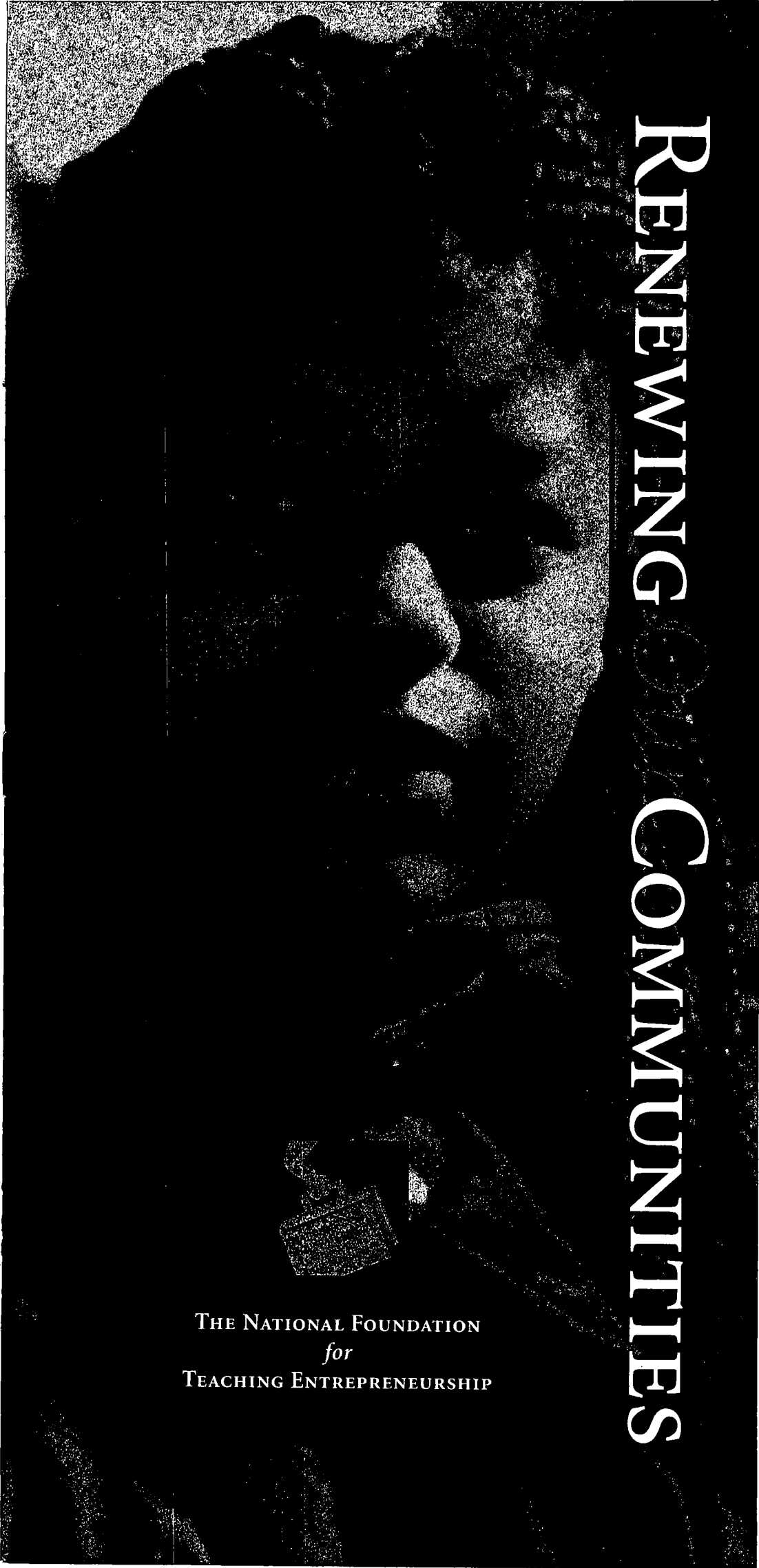
- | | |
|--|---|
| ☐ Exclusive Organizational License (exclusive to an area) | ☐ Non-Exclusive Organizational License |
|--|---|

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RENEWING OUR COMMUNITIES

THE NATIONAL FOUNDATION
for
TEACHING ENTREPRENEURSHIP



NFTE 'Adopt-an-Entrepreneur' Breakfast



NFTE-DC FACT SHEET

Thank you very much for taking time out of your busy schedule to learn more about the National Foundation for Teaching Entrepreneurship (NFTE-Greater Washington Division) and to see the program in action!

HERE ARE SOME KEY FACTS:

- NFTE has served over 1400 youth in Washington through NFTE's proven 'mini-MBA' program model. We have programs in 7 DC Schools, Summer BizCamps™ and are commencing programs in Baltimore and Alexandria.
- In a recent external evaluation by Brandeis Heller School, we found that business-content knowledge increases on average 40% and that 87% of youth were very satisfied with the program and would strongly recommend it to others.
- NFTE recruits and trains business people, youth service workers, and teachers to teach the NFTE program through 'NFTE University,' a strategic partnership with Babson College (the #1 Business School in the country for entrepreneurship).
- NFTE is driven by the private sector with 100% of our contributions coming from individuals, foundations, and corporations.

For more information on how you can get involved or to inquire about future NFTE Tours, please call Jackie French at 202-628-6383 or email us at nftedc@msn.com. Please feel free to visit our website at NFTEBIZ.org

'My Dream is Not to Die in Poverty... But to Have Poverty Die in Me!'

- Michele Araujo, NFTE-Graduate

The NFTE Spirit



Give a man a fish and he eats for a day... Teach a man to fish and he eats for a lifetime... Teach a child to fish (or to buy fish wholesale and sell it retail) and he or she just might feed the world!

NFTE'S goal is to enable motivated young people to turn their street smarts into business smarts by infusing self-esteem and independence through the principles of entrepreneurship.

NFTE-DC'S program mission is predicated on the belief that inner city youth have extraordinary potential for business success and the qualifications of successful entrepreneurs: mental toughness, a willingness to take risks, resiliency, and natural sales ability. We seek to encourage their economic participation by providing a means of wealth creation for the youth, their families, and the community at large.

NFTE brings its entrepreneurial vision and training to students from low-income communities through its programs, introducing them to basic business skills. In the process, students learn enhanced life skills that help them in their daily lives as students, citizens, and role models in their communities.

Letter from the Director

GREETINGS NFTE GRADUATES, FRIENDS & STAKEHOLDERS:

Well, a lot has happened since we last reported to you in our first edition of the *NFTE Spirit* Newsletter. Inside this edition you will read about the NFTE National Awards Gala that took place in New York City this past February, the first ever major evaluation on youth entrepreneurship with some good news on NFTE-DC, a wonderful awards ceremony where we recognized the achievements of the NFTE-DC graduates at the Marriott at Metro Center, and much, much, more! *continued on next page*

NFTE National Awards Gala
The David H. Koch Scholarship Program
NFTE-DC Highlights
Opportunities for NFTE Graduates
Testimonials
Research Findings, and more!



Newsletter Design
by
BUSINESS SENSE
703.423.3661

inside...★



Letter from the Director

continued



Since January, 1994, over 1000 youth have participated in NFTE programs in the following schools: Cardozo SHS, Roosevelt SHS, Hine JHS, MM Washington SHS, the Options Charter School, in addition to over 500 students exposed to NFTE at Anacostia, Coolidge, Bell Multicultural High School, Woodson High School and the Washington Area Project for Youth. Since September, 1996, over 245 NFTE graduates walked through the door of the NFTE BizCenter, a student incubator that offers higher education training, life skills training and business development sessions. The BizCenter is located just two blocks from The White House. Thirty-one graduates enrolled in the *Takin' Care of Business* After School Program where they were able to take advantage of a business refresher course, an eight week leadership training called the "Seven Steps to Personal Effectiveness" taught by Covey certified trainers, Andrew Morgan and John Villanueva. Over 60 NFTE students and graduates toured the New York City wholesale district just in time for Christmas selling, and 20 students attended a two week summer BizCamp at Howard and Georgetown Universities.

The NFTE-DC team joined by NFTE President Steve Mariotti and NFTE Executive Director Mike Caslin had the opportunity to meet with General Julius Becton, CEO of the D.C.P.S., Mildred Musgrove, Chief Academic Officer, and Harvey Dickerson, Director, Corporate and Community Relations to introduce NFTE's partnership efforts and successful history in the D.C. Public Schools. The meetings were very productive and we are developing strategies to expand opportunities for entrepreneurial training throughout the D.C. Public Schools as part of the School-to-Career transition.

NFTE Roosevelt Graduate Madelyn Mitchell, the President of Caribbean Cuisines, won first place in the NFTE Citywide Business Plan Competition that was hosted by the Greater Washington Board of Trade and the D.C. Chamber of Commerce. Second place went to Hine Graduate, Jonathan Miller and third place went to MM Washington Graduate, Renee Everett, the President of Doll Scent-sation. Over \$1,500 in Venture Capital Grants were invested in these budding companies.

NFTE Graduate Maleka Lenzy, President of Classy Productions, exceeded everyone's expectations through her delicious breakfast spread at the D.C. Chamber of Commerce "Youth Entrepreneurship Collaborative" *Kick-Off*. Maleka was featured in the December issue of *Black Enterprise* magazine. She was also honored nationally along with NFTE Graduate, Regina Jackson, for the National Youth Entrepreneur of the Year Award.

NFTE is GROWING!!! We have a few new members on our team: Patrice Tsague, President of MCY, Inc. and his wonderful wife, Gina. They joined us this past September to coordinate our Graduate Services Program. Jackie French joined us in December as the Assistant to the Director and is keeping the ship sailing smoothly. New members of the NFTE-D.C. Advisory Board include Abby Moffat, Shelby Collum Davis Foundation; Clint Bolick, Institute for Justice; Terrance Scanlon, Capital Research Center; Pamela Ferrell, Comrows & Company; Joan Harris, DC Private Industry Council; Susan Piepol, Microsoft Corporation; Vice President Harry Robinson, Howard University; and Ken White, Bank of America.

Lastly, NFTE Graduates Denton Malcom, Michael King, Regina Jackson, and Janelle Stubbs joined Patrice and myself for a three day Youth Entrepreneurship Symposium in Greensboro, North Carolina over spring vacation. The trip was a great success and we hope more NFTE graduates will take advantage of the symposium next year in Houston, Texas.

If you have not come to visit us already, please call the NFTE BizCenter at (202) 628-NFTE to arrange a tour!

Let us all double our efforts to make 1997 remembered in history as the year that we rekindled the Spirit of Enterprise in Washington - one new business and one young entrepreneur at a time!

Sincerely,

Julie Silard

Director,
NFTE-Washington Division



Opportunity Knocks



NFTE Graduate Program

The David H. Koch Scholarship Program

The David H. Koch Charitable Foundation is offering up to \$50,000 in scholarship funding to eligible NFTE-DC Graduates during the 1996-1997 school year.

The NFTE BizCenter™

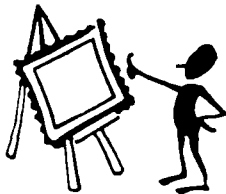
A resource center for NFTE students and graduates to develop ideas, run their businesses, and receive personal support. The BizCenter offers:

- ☉ Business Resource Library
- ☉ Conference space
- ☉ Computer Technology Center
- ☉ Consulting and training opportunity sessions
- ☉ Student mailboxes
- ☉ Business Incubator



Takin' Care of Bu\$ine\$\$

An after school program that meets every Wednesday and Thursday from 4pm - 6pm at the NFTE BizCenter. The after school program is open to NFTE Graduates each semester through a competitive application process. Activities include, but are not limited to, refresher business sessions, preparation for selling events, field trips to meet with D.C. business leaders, counseling sessions on strengthening business plans and raising capital, and last but not least, selling events! In addition, there are life skills sessions on personal development, resume writing, dressing for success, establishing credit, and job interview preparation.



NFTE CEO Club of DC

A membership club of NFTE graduates who have their own businesses. The club provides outreach services to NFTE Graduates, peer support to young entrepreneurs, and social networking opportunities to expand their businesses. The club outreaches to graduates through the NFTE BizCenter and is coordinated by an elected executive committee comprised of NFTE Graduates. Join now, just \$25 a year!

ONE - ON - ONE CONSULTATIONS

Graduates are able to meet with a mentor to discuss matters relating to business, school, and/or personal concerns.



FOR MORE INFORMATION, CALL:



THE NFTE BizCenter™
(202) 628-NFTE



NFTE Proven Leader in the Field of Youth Entrepreneurship

NFTE, with the help of the New York Community Trust, The Tiger Foundation, The Ewing Marion Kauffman Foundation, and an anonymous donor, has completed a five-year net-impact, random assignment external evaluation.

This study is the first of its kind in the field of youth development and business and has a national, sample-matched cohort-size tracking of 950 students. These students will now be tracked over time to determine NFTE's longitudinal impact.



Findings:

- ☑ NFTE attracts and holds the interest of males and females equally.
- ☑ NFTE serves a multi-ethnic group, nationally, in the 14 - 18 year age group.
- ☑ Business-content knowledge gain increases on average 40% (pre-to-post program), compared with a control group change of 9%.
- ☑ A net-gain average of 30% for BizCamp (2 weeks), and 51% for a NFTE full semester course has been recorded over time.
- ☑ Business knowledge gains increase in all sites, 87% of students were very satisfied with NFTE programs and would strongly recommend it to others.

Conclusion:

The NFTE curriculum takes hold as measured by the most rigorous social science methodology. No other business/entrepreneurship program has achieved this benchmark standard. NFTE is a proven program that brings the power of entrepreneurship to youth, and thereby renewing our communities, one entrepreneur at a time!



Recognizing Excellence!!!

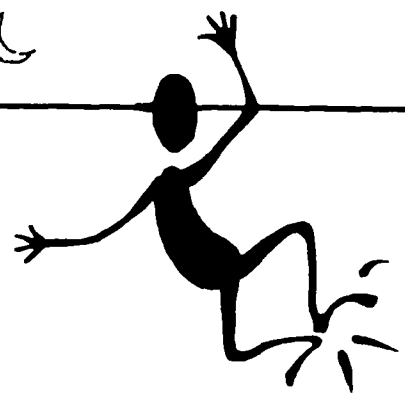
NFTE National Awards Gala

Students from District High Schools were honored in mid-February in New York City with the prestigious National Youth Entrepreneur of the Year Award. Ms. Maleka Lenzy, 17, and Ms. Regina Jackson, 16, were each awarded \$1,500 scholarships and an all expense paid trip to New York City through the National Foundation for Teaching Entrepreneurship, Inc.

Of six teachers honored in the United States for the NFTE Certified Instructor of the Year, three, YES, THREE were from Washington, D.C.!!! Ms. Marilyn Hollis of Roosevelt SHS, Ms. Mena Lofland of Cardozo SHS, and Mr. Patrice Tsague of NFTE Graduate Services were honored for their outstanding contributions in the classroom.

Business and political leaders in attendance included: New Jersey Governor, Christine Todd Whitman, Henry R. Kravis, Founding Partner of KKR & Co., Rudolph Crew, Chancellor of New York City Board of Education, David Koch, NFTE-DC's founding donor and Senior Vice President of Koch Industries, Jeff Raikes, Senior Vice President of Microsoft Corporation, Lew Eisenberg, Benefit Chairman, and Leigh Taylor-Young as the Mistress of Ceremonies.

Maleka, Regina, David Koch, and Mena Lofland were also featured on CNN, Bloomberg News, as well as some local D.C. coverage on Channels 8, 9, Mix 107.3 and *The Washington Times - Insight Magazine*.



GOOD NEWS IN WASHINGTON!!



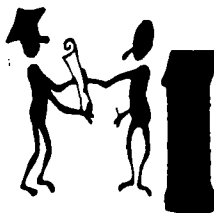
Brandeis Evaluation

Washington youth achieved a grade gain of 60% on average for DC Schools from pre to post tests. This was the highest level of improvement of any NFTE Division! In one of the sites, Hine Junior High School, the students' average scores for the whole class doubled from pre to post test scores.

NFTE-DC Gala

On Thursday, January 30, 1997, over 100 students graduated from NFTE's Fall programs at the Marriott at Metro Center. Over 300 parents and business leaders attended for a wonderful evening! Our emcee was Pat Lawson Muse, News Anchor from Channel 4,

and our keynote speaker was Pamela Ferrell, Co-Owner of Cornrows & Company. Eight students were recognized with Venture Capital Grants ranging from \$50-\$500 after competing at the NFTE Citywide Business Plan Competition hosted by the D.C. Chamber of Commerce and Greater Washington Board of Trade.



Group picture



Madelyn Mitchell, 1st Place with Harvey Dickerson, DCPS



Maleka Lenzy, National Entrepreneur of the Year



Advice Corner



Dare to dream...Never give up your ability to see that which is not yet there.

 *Dare to decide...Make a conscious decision right now to live the life you envision.*

Dare to determine your  *direction...Be flexible, but know where you are going and what you must do to get there.* 

Dare to determine your life to cause...commit to your goals! 

Dare to do it...Take action!

Become Daring! Balance your courage with compassion and consideration, and you will most assuredly find yourself among the stars...

Successful Entrepreneur Guidance Tips...
from an eight week life skills session at the BizCenter given by
L. Andrew Morgan and John D. Villanueva, two successful
entrepreneurs of GOODWIN HOUSE, Inc.

Taking the High Road: A Lesson in Opportunity Costs

Ms. Julie Silard,

My name is Jonathan West (pseudonym) and I heard you speak out on issues about drugs on C-Span...How kids should turn their drug dealership skills into Entrepreneurship. Well, I was one of those kids 12 years ago. I left home when I was 16 to sell drugs so that I can maybe make a million dollars and return to school and make my mother and sisters happier than what we were. I came from a very poor home, with no type of family communication. My mother had four kids from my father, which was a married man and still is to this day. I'm 28 years old now. The problems I carry on my mind over the years led me to using drugs. I started out making \$1200.00 dollars a day. I ran a \$12,000 dollar a day business for someone else. During these years, I thought we would change over to be legitimate one day and it never happened. I started to lose everything slowly, because I knew in my heart that this was wrong for me. I've used cocaine and weed to pass the time. Then the years were passing; I lost all control of my life. So, I went into hiding. I never really grew up to be the person I know I can be. But I never came to the point to say that it is all over. I always was a B+ to A student in school. Always a learner and hard worker, I now reside in Harlem, New York. I have a relationship with a young lady who loves me and also she has a child. We've been together for four years. I don't want to live the double life anymore with being street smart and having nothing to offer otherwise. As of December 19, 1996, I will admit myself in a rehabilitation program. For the first time in 12 years, I will clear my head. And the thought of it brings back memories of how great I use to feel. The reason I wrote to you was because when I get out I want to be productive in my life and others as well. And what your program represents is just what I'm looking to get into. Owning your own and having your own. I know the bare essence deep down in my heart is a good one and I can't run from that anymore. So if you can write or send pamphlets of the NFTE program I would love to participate in it to keep it working as well as see it continue to be successful. Thank you for hearing me."

Update: Julie spoke to Jonathan several times over the past few months. He has been off drugs since December and is writing the business plan for his own music production company. He reads the NFTE curriculum to help him with his business and also enjoyed Think and Grow Rich by Napoleon Hill.



Testimonials

"In essence, the race is neither for the strong nor the swift, but for he who can endure. The tides have risen, trials and tribulations came in sudden storms... but I have vanished all excuses for failing and grasped all reasons for succeeding... not only have I learned to fish but I have become a great fisherman and I've taught others to fish."

Denton Malcolm, age 20

NFTE Graduate and President of RK Productions

"When I got into the NFTE class, I decided to sell jewelry and I am glad I did...no one in my class was doing the same thing I was doing so it left an open door for me. Over three years that I have had my business I have made more than I would have made in a summer job... I think that I am a very responsible person now and that I can accomplish anything."

Regina Jackson, age 16

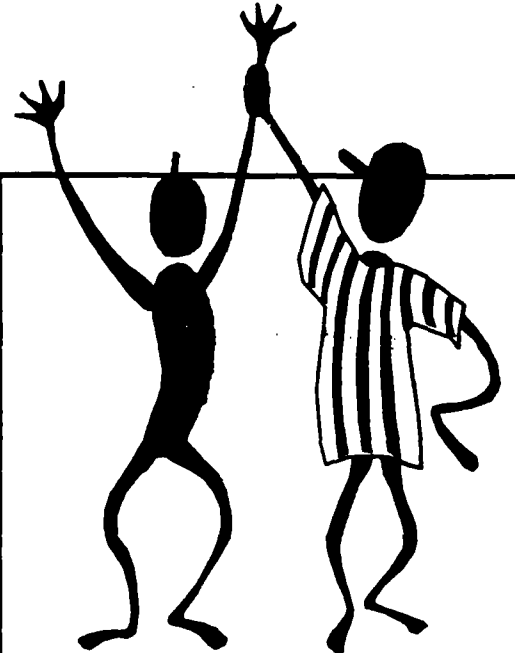
NFTE Graduate and President of Designs by Regina

"To give someone the opportunity to control their own destiny through entrepreneurship, I think, is the greatest reward of all. I would like to thank you, NFTE for filling the empty void in my life with entrepreneurship and marketing skills that are sure to last a young person a lifetime!"

Maleka Lenzy, age 17, President of Classy Productions

"Microsoft strongly encourages the entrepreneurial efforts of NFTE's young people. From Bill Gates, to every one of our many employees, we understand the spirit of creation. Microsoft is very pleased that we were able to sponsor the first NFTE BizCamp in Washington, D.C. We encourage the business community to join us in supporting this great program for helping our youth get practical, hands-on experience in business."

Jeff Raikes, SVP Microsoft Corporation



"The young people participating in the NFTE program have already recognized the power of entrepreneurial spirit. It is our job to nurture that spirit and to help them master the skills needed to make their dreams a reality."

Dr. Barron Harvey,

Howard School of Business

"The entrepreneurship program at Cardozo has greatly increased the confidence and self-esteem of the participants. It has also exposed them to entrepreneurial knowledge skills that will make them successful business owners or the best employees a business could have. The 'return on investment' at Cardozo has been overwhelming!"

Mena Lofland,

Entrepreneurial Instructor, Cardozo SHS

If it's to be, it's up to me!



Letter from the CEO of the District of Columbia Schools



DISTRICT OF COLUMBIA
PUBLIC SCHOOLS

Office of the Superintendent

413 12th Street, N.W.
Washington, D.C. 20004
(202) 724-4222
FAX (202) 727-1516

March 27, 1997

Ms. Julie Silard
Divisional Director
National Foundation for Teaching
Entrepreneurship
733 - 15th Street, N.W.
Suite 300
Washington, D.C. 20005

Dear Ms. Silard:

I enjoyed meeting with you, Steve Mariotti, President of the National Foundation for Teaching Entrepreneurship (NFTE), and several NFTE students and wish to applaud your efforts on behalf of the District of Columbia Public Schools.

Through your efforts, I was able to see the benefits of the NFTE program model for the youth of this city as it helps to instill in our young people self-confidence, self-esteem, and the resources to become productive members of our society.

I believe that this broad-based partnership, designed to teach economic literacy is an innovative approach for supporting our school-to-careers system. A major goal of school-to-careers is to provide options to move directly into employment and/or continued education following graduation. Teaching the basics of entrepreneurship, where work-based learning becomes a part of the core curriculum, certainly addresses this goal.

I look forward to a continued relationship and an expansion of the program through the formation of the District of Columbia Public Schools/NFTE Youth Entrepreneurship Coalition, as appropriate. It is certainly understood that funding will play a key function in this endeavor and the extent to which the number of schools can be directly involved.

Again, on behalf of the District of Columbia Public Schools, I am pleased to support this very worthwhile endeavor.

Sincerely,


J.W. Beeton, Jr.
Chief Executive Officer

JWB/ms



Kids in Business



NFTE-DC Advisory Board

Denise Rolark Barnes
Washington Informer
Walter Benson
Georgetown University
Clint Bolick
Institute for Justice
Cheryl Cooper
American Association for Retired Persons
Pamela Ferrell
Comrows & Company
Nina Gaskin
DCPS (Retired)
Joan Harris
DC Private Council
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WOL - .AM Radio
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Henry Lee
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THANK YOU!!!

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The Dart Foundation

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Syndicated Communications
Capital One
Bank of America
American Association of Retired Persons
Sam Visner

NFTE Friend (\$100+)
Clint Bolick
Henry Lee
Cheryl Cooper
Dolores Landry

The key to NFTE's success begins with teachers!

Dale Lubkeman -Hine JHS
Mena Lofland -Cardozo SHS
Mary Sturdivant -MM Washington SHS
Marilynn Hollis -Roosevelt SHS
Patrice Tsague -Graduate Services
Glenn Swanson -The Options School



National Foundation for Teaching Entrepreneurship
733 15th Street, N.W. Suite 300
Washington, DC 20005



WE WANT YOUR FEEDBACK!

Name: _____
Address: _____
Phone: _____

Comments: _____

Do you have suggestions on others who would be interested in hearing about NFTE's work?

Name: _____
Address: _____
Phone: _____
Fax: _____

May we mention you as a referral when contacting the above person?
Yes No



Please send your reply to :

Julie Silard
Director, NFTE-DC
733 15th Street, NW Suite 300
Washington, DC 20005
Phone: (202) 628-6383
Fax: (202) 628-7738
E-mail: nftedc@msn.com



I would like to support NFTE's efforts. Enclosed is my tax-deductible contribution in the amount of:

- ☐ NFTE Underwriter (\$100,00+)
- ☐ NFTE Partner (\$50,000+)
- ☐ NFTE Investor (\$25,000+)
- ☐ NFTE Patron (\$10,000+)
- ☐ NFTE Supporter (\$5,000+)
- ☐ NFTE Advocate (\$1,000+)
- ☐ NFTE Friend (\$100+)
- ☐ Youth Entrepreneur Sponsor (\$25+)

Please send the following information on:

- ☐ Sponsorship of a NFTE Program
- ☐ Including NFTE in my will, insurance policy, or trust
- ☐ Supporting The NFTE Endowment

Please call me. I can provide resources for NFTE.

Phone _____

Sponsorship Opportunities

NFTE-DC—a nonprofit [501(c)(3)] organization—has grown from a promising idea into a dynamic entrepreneurial movement, thanks to strong support from more than 1,000 sponsors and supporters. Because NFTE does not accept government funding, it will continue to rely on the generosity of corporations, foundations, small businesses and individuals in order to help renew America's communities by introducing young people to the power of business and entrepreneurship.

- ☐ I am interested in donating funds to NFTE-DC for operating support:

___ \$25 ___ \$50 ___ \$100 ___ \$500

___ \$1,000 ___ \$5,000 ___ \$10,000

- ☐ Providing NFTE entrepreneurship materials to students at \$15 to \$125 per student.

- ☐ NFTE Adopt-an-Entrepreneur Initiative. Your company can provide one scholarship from \$125 Fundamentals to \$250 Core program.

- ☐ Underwriting a NFTE Summer BizCamp. Minimum number of students is 15. Packages start at \$20,000.

- ☐ Sponsoring the NFTE Graduate Services Program at the NFTE-DC BizCenter. The cost is \$400 per student.

Name: _____
Organization: _____
Address: _____
City/State/Zip: _____
Phone: (day) _____ (eve) _____
Donation: \$ _____

Please detach and mail with check payable to:

NFTE-DC attn: Julie Silard
733 15th St., NW Suite 300
Washington, DC 20005

Sample Program Sites

Anacostia Senior High School
Bell Multicultural Senior High School
Cardozo Senior High School
Coolidge Senior High School
Hine Junior High School
Martha Murray Washington Senior HS
Options School
Roosevelt Senior High School
Woodson Senior High School

"Entrepreneurship is a lot of hard work. At the end, you feel you've accomplished something. You feel so good inside."

Angela Rodney
Roosevelt HS



"Microsoft strongly encourages the entrepreneurial efforts of NFTE's young people. From Bill Gates, to every one of our many employees, we understand the spirit of creation. Microsoft is very pleased that we were able to sponsor the first NFTE BizCamp in Washington, DC. We encourage the business community to join us in supporting this great program for helping our youth get practical, hands-on experience in business."

Jeff Raikes, Senior Vice President
Microsoft Corporation

"When we started the NFTE program, none of us thought that junior high and high school kids could run their own businesses, but we soon found out we were wrong."

Raynette Williams
Hine Junior High



**The National
Foundation
for Teaching
Entrepreneurship**
(Washington, DC Division)

*Rekindling the spirit of enterprise in
Washington, DC's urban communities
one new business, one young
entrepreneur at a time.*

NFTE-DC BizCenter
733 15th Street, NW
Suite 300
Washington, DC 20005
tel (202) 628-NFTE
fax (202) 628-7738
email nftedc@msn.com

The NFTE-DC program's mission is predicated on the belief that inner-city youth have extraordinary potential for business success and have the qualifications of successful entrepreneurs: mental toughness, a willingness to take risks, resiliency and a natural sales ability. We seek to encourage their economic participation; therefore, providing a means of wealth creation for participating youth, their families and the community at-large.

NFTE brings its entrepreneurial vision and training to students from low-income communities through its programs, introducing them to basic business skills. In the process, students learn enhanced life skills that help them in their daily lives—skills that help them become better students, and better citizens and role models in their communities.

Types of NFTE Programs

- Core Program

This 80 hour entrepreneurial training program covers a comprehensive spectrum of basic and advanced skills and concepts. Students receive all the information and tools they need to start and run a business. Training is conducted by NFTE-certified instructors and guest business lecturers. Strategic field trips provide young people with hands-on experience in applying their classroom experience to real life. As part of the course, each student will learn to start and run a business of his/her choice, based on the business plan the student develops.

- Fundamentals Program

This 40-50 hour abbreviated version of the Core Program includes entrepreneurship training, guest lectures and field trips.

- Exposure Sessions

These one to eight hour sessions include lessons taught by NFTE directors and teachers on topics such as negotiation, sales, and market research.

- In School & After School Programs

Partnerships with community-based organizations and public school systems are offered through the NFTE Core Program or the Fundamentals Program. NFTE offers teacher training, consulting services and curriculum sales.

- Summer BizCamp

In this "Core" program the participants start their own businesses and are taken on field trips to visit local businesses. NFTE works with local educational institutions and local or national companies as sponsors of these courses. BizCamps allow colleges to identify motivated high school age youth as potential candidates.

- Graduate Services

NFTE provides graduates with follow-up services, including: community business networking and mentoring, computer access, field trips/trade shows, and continued instruction/life skills training through the NFTE-DC BizCenter located a few blocks from the White House.

Partial List of Sponsors

NFTE Founding Sponsor (\$500,000 +)
The David H. Koch Charitable Foundation

NFTE Partner (\$50,000 +)
The Dart Foundation

NFTE Investor (\$25,000+)
Microsoft Corporation
The Cafritz Foundation
Temps & Co.

NFTE Patron (\$10,000+)
Ron Haft
Nationsbank

NFTE Supporter (\$5,000+)
Law offices of Sterne, Kessler, Goldstein & Fox
Howard University
Georgetown University
Inc. Magazine

NFTE Advocate (\$1,000 +)
MCI Foundation
Syndicated Communications
Bank of America

Selected Quotes about NFTE

"All the odds were against me...Now I consider myself a role model for other kids."
Duane Prince- Roosevelt SHS

"The young people participating in the NFTE program have already recognized the power of the entrepreneurial spirit. It is our job to nurture that spirit and to help them master the skills needed to make their dreams a reality."
Dr. Barron Harvey
Howard Business School

"My dream is not to die in poverty... but to have poverty die in me."
Michele Araujo- NFTE Graduate

"I cannot possibly imagine a more important, more leveraged thing that we can do to benefit our inner cities than what NFTE is doing. It is not a charity: it is an investment that will have a return. We must support this effort."
Dr. Michael Porter
Harvard Business School

Entrepreneurs start as youths

Programs find favor in schools

By Jaclyn LaPlaca
THE WASHINGTON TIMES

Valerie Wheeler wanted to help her students learn how to avoid temptation and earn an honest dollar on the city streets.

Her 26 business class students were eager to improve their Northwest community — as well as put some money in their wallets.

Just a month ago, Julie Silard, the director of the District's National Foundation for Teaching Entrepreneurship, stepped in and donated dozens of books, supplies and ideas to the Woodrow Wilson Senior High class. She promised seed grants in the near future.

On Tuesday morning at a foundation breakfast meeting, Miss Wheeler's class showed off its success — the students ran a booth that was so popular it sold out of at least half of its wares.

"I just made enough money to buy my mom a special Christmas present," said 11th-grader Jayson Harrison, who beamed as he handed out homemade business cards for "Diym Productions." Jayson and his friends design and produce unique T-shirts, baseball hats and gloves, but on Tuesday their "kuffis" — crocheted cotton hats — were the first item to sell out.

"I'm learning the art of survival," said Jayson's classmate Ivelina Benitez, who has a flair for art and designed a hot-selling sunset shirt. "I can safely say the world has hope."

Buting Miss Wheeler's class, Steve Mariotti said he knows how to combat drugs and gangs in neighborhoods battered by violence. Identify at-risk youths and teach them now to run a busi-



Valarie Wheeler uses personal experience to teach business class at Woodrow Wilson Senior High.

ness. On Tuesday, he spoke at the breakfast, encouraging local business leaders to "adopt" classes like the one at Woodrow Wilson.

Mr. Mariotti is founder and president of the National Foundation for Teaching Entrepreneurship. The New York non-profit organization — its acronym is pronounced "nifty" — was created in 1988 with a \$20,000 grant from the Boys and Girls Clubs of Newark, N.J. This year, it has a \$3 million budget and expects to reach 3,500 youths through schools and summer programs where they can learn to read a balance sheet, write business plans and calculate return on investment.

Sound crazy?

Mr. Mariotti and a growing number of supporters don't think so. After all, money is a powerful lure. If the flaunted th of the

neighborhood drug dealer can draw youths to the wrong side of the law, might the possibility of wealth in a legitimate business serve as a prod to the opposite direction?

"The goal is to help young people see opportunity where others do not see it, and to get teachers to see opportunity in students they might not necessarily recognize as having talent," said Susan Wilson, Secondary Training and Education Program coordinator at T.C. Williams High School in Alexandria. Mrs. Wilson is just beginning to bring the entrepreneurship foundation to her students.

Michael Howard was once so bored with school that he didn't even have a grade point average because he skipped classes so often.

That all changed after he began Mrs. Wilson's student pro-

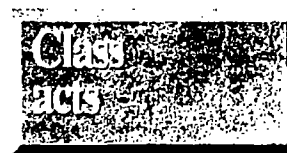
gram that equipped him with the business skills he needed to open a small store.

The national-local foundation partnership has about 100 local businesses and organizations participating in the "simplified MBA program."

"In non-Washington speak, we get the job done," said the organization's CEO, Mike Caslin, on Tuesday.

The results were obvious. The foundation's breakfast meeting at the Grand Hyatt Hotel Constitution Ballroom was packed with businessmen and women toting briefcases and cellular phones, but the professional group was drowned out by children bursting with enthusiasm and ideas.

"Good morning; I said good morning — I can't hear you," heckled 17-year-old Maleka Lenzy, a foundation graduate and founder of C y Productions, a



catering business. "I need to thank [the foundation] for making me realize I can accomplish anything."

From wall to wall, students manned ministores and gave presentations about their businesses. They sold elaborate paintings, sweet potato pies and Christmas pins. Some bargained and lost, others persisted and won.

All touted last weekend's foundation field trip to New York City where D.C. students participated in seminars and learned how to shop at warehouses.

"This is the coolest," said another one of Miss Wheeler's students, 11th grader Kimberly Brown. "This is definitely the best thing that happened in high school so far."

Before the noon close of the breakfast meeting, foundation organizers had gathered a long list of new-business volunteers, there was a basketful of contributions and a bunch of smiling students who sold out of their merchandise.

"The entrepreneurship program at Cardozo has greatly increased the confidence and self-esteem of the participants," said Mena Lofland, the entrepreneurial instructor at Cardozo Senior High School. "It also has exposed them to entrepreneurial knowledge skills that will make them successful business owners or the best employees a business could have."

"The 'return investment' at Cardozo has been overwhelming!"

Class Acts appears weekly. Send news of outstanding teachers and students in the area to Class Acts, c/o Metropolitan Times, The Washington Times, 3600 New York Ave. NE, Washington, D.C. 20002.

winners for their understanding

Being Shot Wasn't Part of the Business Plan

Marcus Williams, 17, Won a D.C. Entrepreneurial Contest, but Had to Sit Out the Awards Ceremony

By Beth Berselli
Washington Post Staff Writer

It was going to be Marcus Williams's day yesterday. At a ceremony in a District restaurant, the 17-year-old student at Theodore Roosevelt High School was supposed to receive a \$500 check and a fancy plaque in honor of his entrepreneurial spirit.

But he didn't make it to the gathering. He was laid up at home with nine bullet wounds in his right leg, the victim of a drive-by shooting 12 days ago.

Williams was to be honored yesterday by the National Foundation for Teaching Entrepreneurship for a first-place win in the foundation's "Citywide Business Plan Competition." His plan to expand his personalized baseball cap business—he's sold about 100 caps so far—was lauded by the judges as one of the best they'd ever seen.

As described by friends and relatives, Williams is a kid who had the chance to fall off the "right" path, but instead chose the other route. He stayed in school, worked to bring his grades up and avoided the temptations of the street's moneymaking activities.

For now, Williams is left limping



BY BILL O'LEARY—THE WASHINGTON POST

MARCUS WILLIAMS

... recovering from drive-by shooting

around on crutches. An awards ceremony scheduled for last week was put off because he was in the hospital. He missed yesterday's event at B. Smith's restaurant at Union Station because he had to see his doctor.

"I can't say it's unfair because nobody

ever told me that life was fair," Williams said yesterday. "But still, it's a bad break." But Williams is confident he can overcome his injuries. "It'll take more than this to get me down," he said.

People who know Williams agree. "He's the type of person everyone looks forward to seeing; he just lights up your day," said teacher Marilyn Hollis, who picked up the money and plaque for him. When Williams was in the hospital last week, more than 150 friends and family members visited him. "His roommate just loved him," Hollis joked.

Williams says he has no idea why a stranger fired 10 shots at him from a car near his home on Shepherd Street NW on June 13. Police have made no arrest in the shooting. While doctors are optimistic he'll make a full recovery, they aren't making any promises.

Williams became involved in the business plan competition through an entrepreneurship class that the foundation ran at his school last spring. More than 1,200 students in the Washington area have participated in the foundation's programs.

Started in New York City in 1987 by entrepreneur-turned-schoolteacher Steve Mariotti, the privately funded

foundation works under this motto: "Turning around America's inner cities, one young entrepreneur, one small business at a time."

As part of the classes, students were invited to submit a plan for their own business. Last May, two students from each of five participating District schools were selected as finalists, and then went on to present their plans before a panel of eight judges drawn from the local business community.

Williams's plan would expand a business that he and a high school friend, Johnathan Littlejohn, started in February.

Littlejohn, who has an artistic bent, had designed a hat that had his nickname, "Johnny B," painted on it. Their classmates noticed. "Everyone kept asking where he got it," Williams recalls. "He said he made it himself. We went from there."

The two now take orders for customized hats bearing stripes and names and whatever decoration the buyer asks for. They've sold more than 100 to date, charging \$15 to \$20 for each.

Williams's plan laid out costs and a timetable for keeping his business go-

AWARD, From C11

ing, as well as plans for implementing a marketing campaign and expanding into T-shirts. Three years down the road, it has him opening storefronts in three cities.

One of the competition's judges, Steve Ettridge, founder and president of Temps and Co., was particularly impressed with the viability of Williams's plan—so much so that he wants to invest. "He did as good a job as I did to my first banker 20 years ago—actually probably better," Ettridge said.

The hatmaking venture is one is a long line of moneymaking efforts by Williams. When he was 6, Williams and his older brother carried groceries to customers' cars at the Giant Food supermarket near the Southeast D.C. home where he lived then. When he was 10, the duo started cutting grass and shoveling snow for neighbors.

He didn't have an easy childhood. His father died after a heart attack when Williams was 9; his drug-addicted mother was around much and when she

Williams said, she didn't provide a good example of what a

be to her children. As a result, Williams and his two siblings moved in with his maternal grandparents. "I get more guidance here," he said.

While his grandparents' Northwest neighborhood was an improvement over his old home in Southeast, it still had its share of problems. "I'd see the drug dealers and thieves around; they'd drive new cars and have Air Jordans," Williams said, "and I wanted those things."

Last fall, Williams reached a personal crossroads. The temptation to get into the street's moneymaking schemes was strong. And, by his own account, he wasn't a saint. He'd occasionally get drunk and his grades weren't great. Enter the foundation and particularly Marilyn Hollis, who taught Roosevelt's entrepreneurship class.

"I was interested in the [money]," Williams said, "but M Hollis showed me how I could make double that by being good—and plus I wouldn't have to worry about the police."

So, Williams launched his hatmaking business. And he did get his Air Jordans; he bought them with his earnings.

BLACK ENTREPRENEURS SPECIAL ENTREPRISE

BUSINESS PROFILES



Maleka Lenzy is stirring up success with her full-service catering and event planning company. The 17-year-old college freshman has prepared menus for a variety of Washington, D.C. area organizations.

himself. Investing about \$500 for advertising and a few tools, Haywood began servicing one car at a time. Today A-1 Turbo services about 100 cars per month, but about 80% of business is through mail order. Revenues for 1996 were \$600,000.

In addition to auto dealers, Haywood also supplies turbochargers to nationwide auto parts stores such as Pep Boys, warranty companies and local garages. He anticipates increasing his foreign market by securing clients in Europe and Asia. And a second location in his hometown of Chicago is also in the works.

Of his success, Haywood says: "There are companies that have been out here for 20 years, and we came out of nowhere, made our mark and have outsold them in our short span. I'm very happy with that."

Honors a young entrepreneur or group of entrepreneurs, 21 years and under, who embody the entrepreneurial spirit and are committed to advancing the rich tradition of black business achievement.

Maleka Lenzy
Owner
Classy Productions

Maleka Lenzy's plate is very full these

days. The owner of Classy Productions, a Washington, D.C.-based full-service catering and event planning company, Lenzy prepares menus for a variety of clients including the D.C. Board of Trade and Chamber of Commerce.

Lenzy, 17, launched the business in 1995. To raise money, she participated in a school fund-raiser, earning \$100 selling Christmas ornaments, children's books and daily planners. She also used the \$300 won in a business plan writing contest.

Cooking has always been a hobby for Lenzy. For years she prepared mouth-watering dishes for family and friends at church. "But I thought, since I was doing it for free and doing it so well, why not do it for money," says Lenzy, a graduate of Margaret Murray Washington Vocational High School in D.C.

Lenzy designs each menu to fit the needs of her clients. "They'll say I need food for a brunch, hors d'oeuvres or breakfast, and from there I basically set the menu and bring it back for their approval." Her first catering event involved preparing hors d'oeuvres for 50 people at the grand opening of a business center built by the National Foundation for Teaching Entrepreneurship, a nonprofit organization that teaches entrepreneurial skills to

low-income youth. In 1996, Lenzy catered about two events per month, some with as many as 300 guests. Cost varies depending on the event and number of people, but on average, Lenzy charges \$7-\$10 per person.

Like most kidpreneurs, Lenzy says a big challenge of starting and growing her business was getting people to trust her abilities. "But to overcome that I simply let people sample my food. I got their interest and a contract," she says. "I guess you can say the proof was in the pudding."

Now a freshman at Johnson & Wales University in Charleston, South Carolina, Lenzy has cut down the number of catering events to focus on her studies but intends to pick up the pace during summer break. She says winning the Kidpreneur Award has given her renewed strength in her quest to be a successful entrepreneur. "It has given me confidence and a great boost to go that much further." □

BLACK ENTERPRISE is accepting nominations for its Third Annual Small Business Awards. For criteria, an application and award information, contact **THE BLACK ENTERPRISE Small Business Awards**, c/o **BLACK ENTERPRISE Magazine**, 130 Fifth Ave., New York, NY 10011; fax: 212-886-9600.

THE WASHINGTON *Informer*

THURSDAY, JUNE 26 - WEDNESDAY, JULY 2, 1997

Street Corner Capitalism

20-Year-Old Jamaican Inches Towards Long-Held Dream

By Alvin Peabody

When Denton Malcolm's father kicked him out of their Washington, D.C. home a couple of years ago for breaking his curfew, then 17-year-old Jamaican immigrant ended up roaming the streets of the nation's capital.

"Basically, I was homeless; going from place to place, shelters and homes of people I knew," said Malcolm, now 20.

But for Malcolm, that situation was only temporary. With money he earned from his job at McDonald's and a small loan from the National Foundation for Teaching Entrepreneurship, Malcolm started his own business, selling clothing to people on the streets of Washington.

Born in the Caribbean nation of Jamaica, Malcolm came to the U.S. at age 13, and attended District schools, including Roosevelt Senior High School, where, as a 10th-grader, was elected president of the Student Government Association. "I always had dreams of one day owning my own business. And I had all the reasons to want to succeed, while vanishing from my mind all the reasons to want to fail," said Malcolm, who graduated in 1994.

That long-held dream is fast

becoming a reality. Today, Malcolm is still hard at work, selling door to door. He also owns his own apartment in northwest Washington, D.C. and has plans by next summer, to open his own clothing store. "You have to dream big, you know; one can never stop dreaming. Just think about this: can anything big

come out of something small? It can, if you have determination and persistence," the young businessman said.

Such persistence has also led to successes in the career of Malcolm, who likes to rap and sing. He has now signed on to the Manchild Entertainment Management group, and has already record-



Denton Malcolm

ed his first song, "Ain't No Stoppin'", which has a hip-hop, reggae beat.

"Basically, I was homeless; going from place to place, shelters and homes of people I knew,"

NFTE \$uccess CLUB

Takin' Care of Business

NFTE: Washington, DC



Denton Malcolm receives an award and venture grant at the NFTE Awards Ceremony and Trade Fair for graduates of the NFTE program.

NFTE students in Washington, DC have been very busy lately, doing great things. The NFTE BizCenter is the place where NFTE graduates meet after-school every Wednesday and Thursday from 4-6 p.m. Some of the program's activities include preparation for sale events, counseling sessions on strengthening business plans and raising capital, refresher business sessions, and field trips to meet with prominent Washington, D.C. businessmen.

NFTE students also learn the finer points of preparing for the business world. Sessions are often held on preparing for a job interview, writing a resume, establishing credit, dressing for success and personal development. NFTE graduates are encouraged to meet with a NFTE mentor to discuss anything from school and personal issues to business and education.

NFTE's Awards Ceremony and Trade Fair, held earlier this year, was where 20-year-old NFTE graduate Denton Malcolm



NFTE students make a trip to a wholesale store while participating in the NFTE/ "I Have a Dream" summer program.

was the recipient of an award and venture grant. Malcolm is proof positive of how difficult situations can be made into better ones.

At age 17, Malcolm's father kicked him out of the house for breaking curfew. Malcolm found himself temporarily out on the street with nowhere to go. But that wasn't for long. Using money he earned working at McDonald's and funds he got from NFTE, he started a business selling clothes on the streets of Washington. Denton plans to open his own clothing store by next summer.

That's not all that's been going on with Washington's NFTE students. During this past summer, some NFTE participants spent four weeks at NFTE's BizCamp. The camp was sponsored by the "I Have a Dream" Foundation for Inner City Youth. Earlier in the year, NFTE students also participated in the "Mayor's Futurefest" where they set up tables and displayed their businesses to the public.

During the youth BizCenter after-school program, NFTE graduates learn how to make the transition from owning "new" to "thriving" companies.



Sixteen-year-old Janelle Stubbs has been in the business of making stain glass windows for three years. She sold them at the Mayor's Futurefest in Washington.

Success CLUB

Jewelry by design

Regina represents one of many success stories of the NFTE program. A young woman who has consistently maintained her jewelry design business for three years, Regina was honored nationally by NFTE as an Entrepreneur of the Year Award winner last February in New York City.

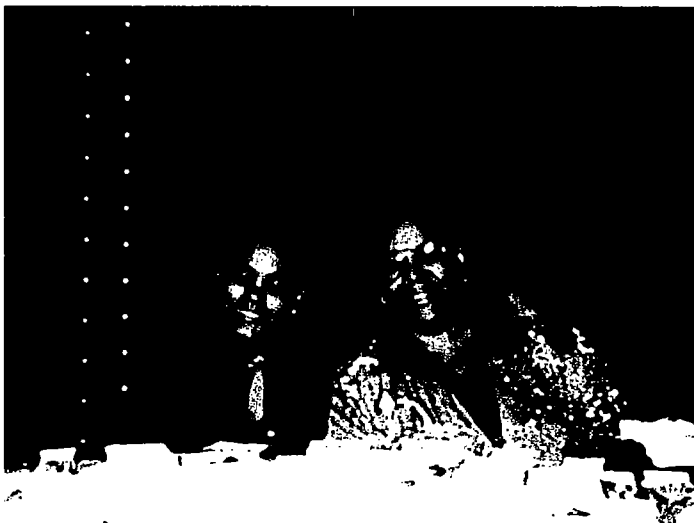
Regina graduated from the NFTE program at Hine Junior High School in Washington, DC when she was 13. She now is a Junior at Eastern High School. Her annual sales have been over \$3,000 a year, and she now finds that she doesn't have to ask her grandparents for money, particularly when she wants to go shopping. Her product, handmade jewelry with semi-precious stones, is as remarkable as she is.

While many of her classmates often make \$25-\$50 in sales at flea markets, Regina often boasts \$100-\$150 in revenues. Regina's business plan was so impressive that she received a full scholarship to attend a Summer Camp sponsored by An Income of Her Own.

Of her work with NFTE, Regina says, "Ever since I took the NFTE class I have become more mature. I have become more independent. I have not been afraid of taking risks in my business, and I have also become a better person."

Regina distinguishes herself from the competition through her unique product line. She has found a market for her products and we have only seen the beginning of her business success.

It would be unfair in promoting Regina without also mentioning her grandmother, Mary Jackson. Mrs. Jackson has been there every step of the way to support Regina, her business and NFTE.



Regina and her grandmother Mary Jackson display Regina's products at NFTE's national gala in New York.



Daryn presents his business plan before a panel of judges at the Greater Washington Board of Trade.

Daryn Dodson is an eighteen year old senior at Georgetown Day High School in Washington, DC. Daryn joined NFTE in 1995 at the Summer BizCamp held at Georgetown and Howard Universities. After the Camp, Daryn competed in a NFTE Business Plan Competition at the Greater Washington Board of Trade.

Daryn's business is selling bagels at his school in the mid-morning hours. He realized that many students were hungry before lunch time, thus creating a market for his bagels. Daryn started his business with just \$50 in seed money.

Daryn has developed his bagel sales into a non-profit organization that raises funds for community service clubs at Georgetown Day. He has expanded his bagel business to a neighboring school, the Maret School. Sales currently generate approximately \$1,000 per month per school. Sales have reached over \$5,000 since the spring of last year for the Georgetown and Maret Schools.

He expects to earn over \$6,000 for his school and \$5,000 for the Maret School before passing the bagel business on to a junior when he graduates in May. In addition to the over \$10,000 goal for both schools, he has recently implemented an ambitious marketing plan - to introduce his fundraising concept to at least one school per week so that other schools can begin their own bagel businesses.

In addition to building the bagel business at his school, Daryn also is captain of the soccer and wrestling teams, as well as Vice President of the Student Council and President of Georgetown Day School's Young Entrepreneurs' Club.

Outside of school, he serves as Vice President of NFTE-DC's CEO Club (1995-present) and volunteers in the NFTE office. He has been to several NFTE-DC Advisory Board meetings at which he has represented NFTE students and graduates and their views. He currently enjoys teaching the skills he has learned from NFTE and in helping other students to develop and achieve their dreams.

For more information on NFTE-DC Division, write to:
NFTE-DC, 733 15th Street, N.W. Suite 300
Washington, DC 20005.
Or send e-mail to: nftedc@msn.com

THE WASHINGTON *Informer*

THURSDAY, JUNE 26 - WEDNESDAY, JULY 2, 1997

Young Urban Entrepreneurs Compete For Venture Capital Grants

By Staff Writer

During the past semester, teenagers in five D.C. area public schools have been learning the fundamentals of developing and running their own businesses through the National Foundation for Teaching Entrepreneurship's (NFTE) "Mini-MBA" program model.

The top two youth from each school presented their business plans in competition for Venture Capital Investment Grants of up to \$500 and on Tuesday, four budding entrepreneurs were honored for their participation in the competition at a ceremony held at the B Smith's Restaurant in Union Station.

Marilynn Hollis of Roosevelt Senior High School, has been teaching the NFTE program since its inception in Washington, D.C. in 1994. Although the entrepreneurial class is optional, it is full every semester. "The personal and monetary gains are great, so the students don't mind the detailed work," Hollis said.

Regarding the citywide Business Plan Competition, Hollis added: "The students thrive on the competition and emerge with greater self-confidence. The entire school gets hyped for the competitors and admire their work and the young entrepreneurs surprise themselves with their ability to make



Accepting NFTE awards are from left, teacher Marilynn Hollis (on behalf of Marcus Williams); students Denisha Briscoe (Roosevelt High) and Russell Archie (Hine Junior High) and teacher Mena Lofland (on behalf of Chastity Ryce of Cardozo High).

Photo By Antwon Williams

an executive-style presentation. I must add that throughout the competition, students exercise critical thinking and enhance their ability to communicate."

Seventeen-year-old Marcus Williams is one of Hollis' students. Williams, she says, savors the opportunity to run a profitable and enjoyable business. He has looked at the fashions of young men around him in the District for the inspiration to create J.B.D.U. personalized sports caps. With a knack of salesmanship and some marketing guidance, Williams profited from individual sales and has begun meeting with area shop owners to establish retail connections.

The young entrepreneur also displays great pride in his product and ability to organize, possessing the

intelligence and dedication necessary to expand his new business. As he confidently says, "If they [customers] want it done, I'll find a way to do it." Presently, Marcus Williams is recovering from gunshot wounds he suffered several weeks ago (June 13), in a drive-by incident in the District of Columbia.

The NFTE, which sponsors the semi-annual competition, provides a comprehensive program of entrepreneurial education to urban youth around the country. Over the years, many NFTE graduates have sustained their entrepreneurial ventures beyond the duration of the educational program and due to the business etiquette and skills taught by NFTE, those who do not pursue self-employment have also thrived in the job market.

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The NFTE Spirit



Give a man a fish and he eats for a day...Teach a man to fish and he eats for a lifetime...Teach a child to fish (or to buy fish wholesale and sell it retail) and he or she just might feed the world!

NFTE'S goal is to enable motivated young people to turn their street smarts into business smarts by infusing self-esteem and independence through the principles of entrepreneurship.

NFTE-DC'S program mission is predicated on the belief that inner city youth have extraordinary potential for business success and the qualifications of successful entrepreneurs: mental toughness, a willingness to take risks, resiliency, and natural sales ability. We seek to encourage their economic participation by providing a means of wealth creation for the youth, their families, and the community at large.

NFTE brings its entrepreneurial vision and training to students from low-income communities through its programs, introducing them to basic business skills. In the process, students learn enhanced life skills that help them in their daily lives as students, citizens, and role models in their communities.

Letter from the Director

GREETINGS NFTE GRADUATES, FRIENDS & STAKEHOLDERS:

Well, a lot has happened since we last reported to you in our first edition of the *NFTE Spirit* Newsletter. Inside this edition you will read about the NFTE National Awards Gala that took place in New York City this past February, the first ever major evaluation on youth entrepreneurship with some good news on NFTE-DC, a wonderful awards ceremony where we recognized the achievements of the NFTE-DC graduates at the Marriott at Metro Center, and much, much, more! *continued on next page*

NFTE National Awards Gala
The David H. Koch Scholarship Program
NFTE-DC Highlights
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Testimonials
Research Findings, and more!



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