

# **The Unspoken Trials and Glories of Being a Young Entrepreneur**

Michael Simmons, (Extreme Entrepreneurship Education)

What's the best piece of advice you've ever received from a teacher or mentor? What's the most embarrassing situation you've been in as a young entrepreneur? What's the biggest piece of advice you wish you had received? What's the biggest business mistake you've made? What's your biggest vice as a young entrepreneur? What accomplishment are you most proud of? During this session participants heard answers to these questions straight from the mouths of top local and national young entrepreneurs.

**MEET Michael Simmons**, co-founder of Extreme Entrepreneurship Education and bestselling author of *The Student Success Manifesto*, who has been a keynote speaker at events and conferences from Washington State to Washington D.C.

<http://www.extremee.org/speaking/download/hsmichael.jpg>

As a 2004 graduate of the Stern School of Business at New York University, an author, a teacher, a speaker, and an award-winning entrepreneur, he is able to deliver a unique perspective that connects with audiences.

Michael has been the winner of three "entrepreneur of the year" awards from the National Foundation for Teaching Entrepreneurship, Fleet, and the National Coalition for Empowering Youth Entrepreneurship. He and his company have been featured on the AOL Home Page, USA Today, ABC, NBC, and CBS. Finally, in 2006, Michael was named by Business Week as one of the Top 25 Entrepreneurs Under 25.

Recently Michael Simmons served as the Case Study Expert for USA TODAY. Entitled "Gen Y & Entrepreneurship: Fad or Legacy, this special case study was released on the USA TODAY Education website on October 17, 2007.

[www.usatodaycollege.com](http://www.usatodaycollege.com)

## **PANEL MEMBERS:**

### **Michael Shemtov**

Michael Shem-Tov, 29 years old, was born in Israel. Entrepreneurship runs in his family, during all but one year of his life, his parents were self employed.

He started his first business at 18. In college, he turned a \$5,000 gift into 60k trading stocks in the technology boom of the late 1990's. He used this money and bank loans, backed by family signatures and homes, to open Mellow Mushroom Charleston in January 2001, a very popular local gourmet pizzeria. He was 22 at the time.

Over the past five years, he has been involved in launching numerous small businesses both within foodservice and outside of it.

### **Lancie Affonso**

With a \$2 investment, Lancie Affonso started his youth entrepreneurship venture when he was 16, making wooden toys in Tanzania, East Africa. He used the proceeds from the sale of his first venture to fund for his airfare to the US where he received a presidential scholarship to study Business Administration at the College of Charleston.

Lancie's interest in international ventures led him to pursue an International MBA from USC's Darla Moore School of Business in 1998. Lancie's desire to teach led him back to the College of Charleston where he has been an instructor since 2001 and further supports himself with entrepreneurial activities. Lancie

plans to pursue his PhD in entrepreneurship and his research interests include Youth and Social Entrepreneurship.

**Adam Witty**

Adam Witty, now 25, decided at the age of 19 that it was high time to bring his passions for the entrepreneurial spirit and the American dream to life and started a business out of his dorm room. That company, Advantage, is today the parent corporation to Advantage Media Group, Advantage Networks, and TicketAdvantage. Advantage Media Group is an author owned publishing house, which has published over 150 books. Advantage Networks is a full-service sports marketing firm. TicketAdvantage is a provider of integrated ticketing systems and technology for teams, universities, leagues, and venues.

Adam brought another dream to life in the summer of 2003 with the TicketAdvantage.com Baseball USA tour. Featured in USA Today, Adam and a team of 12 colleagues traveled 21,538 miles across America in a 42 foot "rock star bus" tailgating at 45+ major and minor league baseball games. The tour raised over \$20,000 for local chapters of the Make-A-Wish Foundation and over \$200,000 from corporate sponsors such as Chevrolet, Hewlett-Packard, Louisville Slugger, and Cal Ripken Baseball.