



BATTLE CREEK, MI

The uniqueness of the Generation E Institute (GenEI) is in its community approach and its instruction to empower every participant to actively implement a business venture. Students may or may not keep the idea they develop at this time, but they will be equipped with the skills to compete and contribute to our ever changing societal needs in the future.

Recognizing that not every community will offer entrepreneurship education in their school, GenEI utilizes a community-wide approach to find the “pockets of entrepreneurs” with entrepreneurial interests within a community. Schools, libraries, after school programs, faith-based, home school alternative education, at-risk youth summer camps, Boys and Girls Clubs, and any community based organizational programs are sought to collaborate to offer entrepreneurship opportunities.



Corbin Angus (in green) participated in the Generation E Showcase, won an award for his online business plan submission with the IGNITE competition, and won the best business plan competition for 4-H. He is pictured here with others receiving IGNITE competition awards from David Hollister, president of the Prima Civitas Foundation.

As its programming has grown, GenEI takes pride in the fact that establishing partnerships and collaborations with others expands opportunities for youth achievement. Educators, community volunteers and facilitators are certified to deliver the curricula. Continuous mentoring and customization of the curricula by GenEI staff solidify community programs. In addition, working with IGNITE, 4-H, Legacy Scholars, Boys and Girls Clubs and several online opportunities has expanded business venture opportunities for youth.

Currently, preparations are being finalized for the **Fifth Annual Generation E Student Business Showcase**, to be held on May 18, 2010. The event, sponsored by the Generation E Institute, will be held at the Kellogg Arena in Battle Creek, Michigan.



Esther Stoneburner, owner of “A Work of her Hands,” of Kalamazoo, Michigan took her love of art and knitting to create unique scarves, sweaters and wraps. In 2009 she participated in the Generation E Showcase and the IIEE Conference in Chicago, IL.

Following its traditional purpose, this event is designed to accomplish two things: 1) to celebrate the successes of students who have a teacher/facilitator approved business plan and have successfully implemented and run their business, and 2) to provide a venue where students can compete for cash prizes and other awards.

GenEI curricula are written for youth aged ten to twenty four. Each student participant, either as a sole proprietor or a limited partnership, learns the skills necessary to begin their business venture.

Milak Redding competed at the Generation E Showcase representing the B Side program of Eastern Michigan University in Ypsilanti, Michigan. His catering business is serving students and the community at the University of Michigan in Ann Arbor, Michigan.



Whether the business runs for one day (i.e. event planning) or continues longer (i.e. a product business such as a jewelry business, lotion business, etc. or a service business), the entrepreneurial mindset is developed and practiced.

Entrepreneurship education is a part of every career pathway and appeals to students because it makes them feel they have more control in their career choices. With colleges offering extensive programs in entrepreneurship education, GenEI believes the entrepreneurial “pipeline” begins with our younger population.



The eleven year old “Cheeto Bag Chicks” were in a technology and industrial arts class. Their GenEI certified teacher helped them develop their idea to recycle chip bags by heat setting and gluing them into fashionable storage and “statement” purses.

The Cheeto Bag Chicks developed their business while students at W.K. Kellogg Middle School in Battle Creek, Michigan.

Having fun, participating in a great learning experience and being profitable kept Bronson Reed exploring two businesses in high school. As a junior, he and his partner developed school spirited car scents. When he was a senior he ran a “White Gloves Home Cleaning” business to earn college money. He is currently completing his freshman year at Grand Valley State University in Grand Rapids, Michigan. Bronson has a business plan for another new business and he is being counseled by both SCORE and an economic development agency. His creativity and entrepreneurial mindset are aiding him in his search for market and business venture opportunities.



Stephen Burrill and Bronson Reed of Battle Creek, Michigan, display their “White Gloves Home Cleaning” business.

This year's Showcase has reached regional proportions, with GenEI also sponsoring the Extreme Entrepreneurship Tour involving entrepreneurs of all ages on May 18. As in the past, the Generation E Showcase will be held during the day. The students will listen to keynote speakers Michael Simmons and Sheena Lindahl, attend workshops, sell/display their products and services, present to judges and compete for awards. Having Michael and Sheena participate in the Showcase for the past five years led the GenEI to expand their role by featuring their Extreme Entrepreneurship Tour in the evening. Please see www.extremetour.org for details.

Also, please visit our website, www.genei.org, to learn more about the Generation E Institute, its programming and opportunities for your community.

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