

Entrepreneurial Happenings

Haywood Community College

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Editor: Jean James

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Entrepreneurs are those who see opportunities that others do not and marshal the resources to capitalize on them.

Building on Our Strengths: Generating Growth through Sectoral Development Lexington, Kentucky, January 12-13, 1999

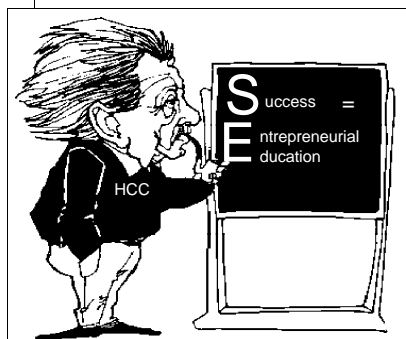
This conference, hosted by the Appalachian Regional Commission, helped community and business leaders understand the potential benefits of sector-oriented development strategies to generate economic growth. Dr. Stuart Rosenfeld explained that a cluster (or sector) defines itself by core competencies, not by products.

Breakout sessions included: wood products, metals/plastics, tourism/recreation, environmental technology, crafts/gifts, mining and related services, value-added agriculture/food processing, information technology, industries/electronics and methodologies and tools.

The tourism group gave the following advice: "Tourism and recreation can be a strong component of a diverse, sustainable, and healthy economy. Developing a market niche and establishing strong local networks are key components of tourism

sector development."

Becky Anderson of Handmade in America led the Crafts/Gifts (continued on page 2)



*More entrepreneurial news?
Call Jean at 452-1411, ext. 222*

Spotlight on Success

**Brad Dodson, Co-owner
Mud Dabbers Pottery
and Crafts Inc.
20767 Highway 23-74
Waynesville, NC 28786**

Brad Dodson graduated from our professional crafts program in 1997 and is now co-owner of Mud Dabbers Pottery and Crafts in Waynesville. He says the training at HCC gave him hands-on business experience. He has become a great resource for the community by hosting students from the Job Shadowing program and teachers from the Business and Industry Forum. Thanks, Brad, for helping to educate others on entrepreneurship!

ENTREPRENEURIAL LEARNING TEAM

Sharron Bleyl, Chair
Gary Clontz
Jimmie Cochran
Dave Dudek
Joe Fox
Tony Gaddis
Janice Gilliam
Tim Haynes
Jean James
Bill Lamar
Greg Rutherford
Lorene Todd
Jeff Webb

Students in Action

Recently, **SIFE** (Students in Free Enterprise) conducted a mock business start-up activity for a local girl scout troop. These students also conducted an Internet presentation on the use of the Internet for starting a business for Tuscola High students. Soon they will enter regional competition and showcase these entrepreneurial activities.

Phi Theta Kappa won an award for leadership activity in Carolina's Regional Convention held March 5-7 in Wilmington. They were recognized for skills in team building, communication, leadership, and planning.

"The quality of a person's life is in direct proportion to his commitment to excellence, regardless of his chosen field of endeavor." Vince Lombardi, professional football coach

Building on Our Strengths: Generating Growth through Sectoral Development

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 session. She believes that sector development enhances: education, image, services to members, networking for services, uniqueness and competitiveness (defining niche and making quality products).

She also believes that it attracts specialty interest to the region and helps with information on exporting, packaging and shipping. Handmade in America serves 22 counties in the WNC region. One-third of tax bills in this region are to absentee owners. A recent Economic Impact Study shows

crafts revenues at \$122 million annually for the region. The average annual income for a crafts person is \$30 k versus \$24 k for average manufacturing wages. WNC ranks fourth in the national crafts market, following New York, San Francisco, and Santa Fe.

The current data maps for the region show 108 distressed counties. This figure is projected to increase to 111 for next year due to the following challenges: decline in textiles manufacturing, decline in tobacco manufacturing, welfare reform (caseload reduction). 85 percent of the new jobs created in the last decade have been in the service industry.

Update on Entrepreneurial Learning Team

The Entrepreneurial Learning Team met on February 4. The meeting focused on a review of the SACS Timeline, Phase II (July 1, 1998 - June 30, 1999).

The Team was divided into subgroups as follows:

Instruction: Janice Gilliam, Gary Clontz, Dave Dudek, Joe Fox, Tony Gaddis, Tim Haynes, Bill Lamar, Lorene Todd, Jeff Webb

Dacum: Jimmie Cochran and Tim Haynes

Conference: Sharron Bleyl, Joe Fox, Janice Gilliam

Grants: Greg Rutherford and any interested persons

“...crafts revenues at \$122 million annually for the region.”

Now Available in our Learning Resource Center
The Complete Country Business Guide,
Everything You Need to Know to Become a Rural Entrepreneur
 by Lisa Rogak, author of
Moving to the Country Once and for All

Great Teacher Retreat

The N.C. Great Teacher Retreat is scheduled for April 23-26 at Kanuga Conference Center in Hendersonville. Marilyn Linney with Guilford Technical Community College states: “I have attended three such seminars and facilitated at two of them. I can honestly say that I have never participated in any workshop that was more meaningful or useful. It is the most rejuvenating exercise that experienced teachers could hope for. It is, also, a terrific place for new teachers to learn from seasoned teachers. The

and you go home eager to try many new ideas. I am convinced that instruction all over North Carolina has and will continue to be refueled by these meetings and that learning has no better friend. I leave every one of these retreats a better teacher and a renewed learner. If you send your faculty to only one professional development experience this year, I believe this one would bring the most long-lasting and positive results.”

For more information, call 336-334-4822, ext 2860.

Small Business Center Seminars

Planning for Success: The Business Plan
 Tuesday, April 13, 6-9 p.m.

Record Keeping and Taxes
 Tuesday, April 27, 6-9 p.m.

SBA Finance Workshop
 Tuesday, May 4
 For Lenders: 1-3 p.m.
 For Potential Borrowers, 3-5 p.m.

How to Write an Effective Business Plan
 Tuesday, February 23, 6-9 p.m.

