

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.

ENTREPRENEURIAL LEARNING TEAM

Sharron Bleyl
Gary Clontz
Dave Dudek
David Forester
Janice Gilliam
Tim Haynes
Jean James
Hal Lander
Greg Rutherford
Patricia Smith
Jeff Webb

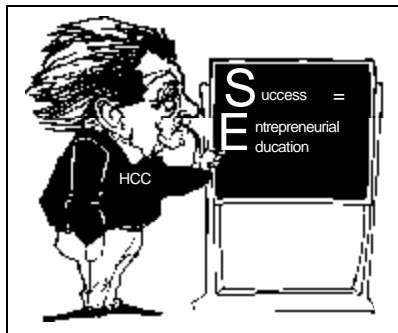


E-Commerce Conference: A World of Opportunity for Entrepreneurs

On October 4, 2001, the Student Center was the hub of activity as talented faculty, staff, and students hosted information/demonstration booths on e-commerce and related topics. Meanwhile, in the auditorium, would-be entrepreneurs, small business owners, students, and faculty/staff came together to learn about strategic design, usability of web sites, and Internet marketing.

A college convocation was held in conjunction with the session entitled, "Future Possibilities on the Web." A panel of local employers discussed possible job opportunities in the county and region including base salaries for this industry. Representatives from Haywood County Schools, Silicon Mountains, Inc., Blue Ridge Paper, and Metrostat Technologies, Inc. shared their perspectives on the local job market. The last session of the day consisted of a local business owners' panel who discussed taking on-line payments, integration of a fulfillment process, and designing sites to encourage sales. Southern Exposure Realty, Herren House B&B, Buffalo Girl Goats Soaps, Brewster Ward Architect, AIA, and Classy Glass provided valuable insight on how they had achieved success using e-commerce.

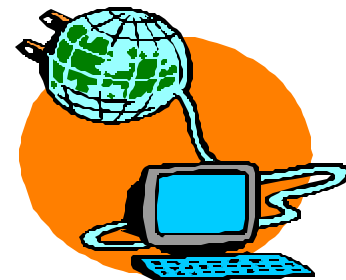
Mike Kelly, CEO of Flying Bridge Technologies, Inc. in the greater Charlotte area, was the key speaker and facilitator for the conference. Kelly started his company with a business partner in 1998, growing from a staff of two to a team of twelve. Kelly shared how he designs web sites for clients who range from start-ups to Fortune 100 companies.



HCC Foundation Entrepreneurial Scholarship

Jennifer Rogers from Waynesville has been chosen as the third recipient of HCC's Entrepreneurial Scholarship. The HCC Foundation sponsors this annual \$1,000 scholarship. Jennifer is in the early childhood program. **Congratulations** to Jennifer for being selected for the 2001-2002 academic year!

Spotlight on Success



As a special thanks to local business owners who participated in one of our E-Commerce Conference panels, please help celebrate their success by visiting them on-line.

www.southexporealty.com

Jonnie Curé

www.brewsterwardaia.com

Brewster Ward

www.classyglass.net

Alice Rainone

www.herrenhouse.com

Frank Blevins

www.buffalogirlgoats.com

Luzette Kincaide

**More
entrepreneurial
news?**

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“It’s more than getting a job done. It’s about the job skill of working together.”

Class Structure Helps Students Learn Valuable Work Skill

In the spring of 2000, the greenhouse production class used cooperative learning techniques to structure class learning activities. Using the standard model for groups, the class agreed on four to five students in each group. They met the first 20 minutes of each two-hour block of class. This length of class worked well for allowing group formation. Each group would take attendance, review assignments, and reach consensus on homework answers. Grades were given individually on work turned in but students were graded as a group on attendance. Groups continued into lab sections in the afternoon. Colors identified groups and corresponding tasks. Students received individual lab grades. The leadership of each group was rotated with the process seeming natural and democratic. Members interviewed each other for skills to determine strengths according to tasks. It worked well, according to instructor Jeff Webb. Students

felt positive about the experience. Their feedback on a plus/delta tool indicated, “We learned a lot more about worksheets and homework than we would have learned individually.” Jeff believes this experience helped them understand, “It’s more than getting a job done. It’s about the job skill of working together.”

A more abbreviated example of cooperative learning is demonstrated in the landscape design course. Students in that course divide into groups of five or six. They look at an actual site and analyze the particulars considering boundary, trees, etc. Students determine as a group what needs to be done, such as measuring, etc., divide the tasks, and complete the project with a creation of a blueprint.

The REAL course continues to be incorporated in the horticulture curriculum in the final semester in the form of Bus 280.

Building Creative Economies: The Arts, Entrepreneurship, and Sustainable Development in Appalachia

HandMade in America has been engaged to coordinate a regional conference that will take place in Asheville April 28-30, 2002, sponsored by the National Endowment for the Arts, the Appalachian Regional Commission, the Kenan Institute for the Arts, the Kenan Institute of Private Enterprise and the Charles Stewart Mott Foundation. This conference will assemble key players in the arts and economic development communities to explore successful strategies for utilizing the arts for economic development. For more information, call 828-252-0121 or e-mail wncrafts@aol.com



January Seminars

Business Use of Your Home
Tuesday, January 15, 6 - 8:30 p.m.

All About Home-Based Businesses
Tuesday, January 22, 6-9 p.m.

Developing Your Business Image
Tuesday, January 29, 6-9 p.m.

Location: Student Center, First Floor

Call 627-4512 to preregister

Study Reveals \$14 Billion National Craft Industry

An economic impact study conducted by researchers at the Walker College of Business, Appalachian State University, indicates that, nationally, the craft industry is now a \$14 billion business. The study estimates that more than 126,000 people in the United States make their living from crafts. Craftspeople earn a median income of \$50,000, more than \$10,000 above the average American family, according to the study.