

# Entrepreneurial Happenings

Haywood Community College

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Editor: Jean James

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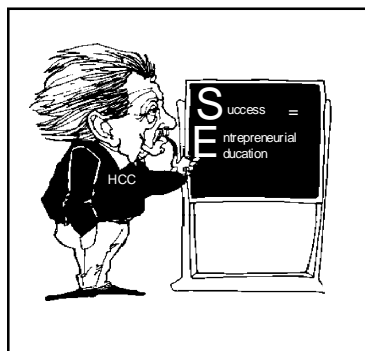
*Entrepreneurs are those who see opportunities that others do not and marshal the resources to capitalize on them.*

## Appalachian Regional Commission's Mid-Atlantic Conference on Entrepreneurial Education and Training November 11-12, 1999

Haywood Community College, North Carolina REAL Enterprises, and national REAL Enterprises have been selected to host the Mid-Atlantic Conference on Entrepreneurial Education and Training. This regional conference will highlight current models and approaches to entrepreneurship education and training and provide a forum to promote national best practices that local communities can adapt to meet their specific needs. Attendees will be able to:

- learn from entrepreneurship education and training practitioners,
- observe first-hand the effect that entrepreneurship education can have on students, college, and community,
- recognize and connect to regional resources,
- identify desired objectives and outcomes for entrepreneurial preparation, and
- spur creative, future collaboration.

The three host organizations, Haywood Community College, NC REAL Enterprises, and REAL Enterprises offer a unique combination of local, state, and national experience and expertise in the design and delivery of  
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*More entrepreneurial news?  
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### Students in Action

Our chapter of SIFE (Students in Free Enterprise) was recently named *Rookie Chapter of the Year* and first overall runner-up for the two-year division in regional competition that involved four states. This distinction was based on activities conducted over a whole year where the primary focus is teaching others about entrepreneurship. Students' plans for the upcoming year will be to teach economically disadvantaged students about the use of credit cards and provide training at Tuscola High on starting a small business.

### Spotlight on Success

**Joanna Bender and  
Tim Mathews, Owners  
GardenWerks, Canton  
Business Phone 648-0215  
Beeper 681-6162  
email: grdnwrks1@aol.com**

May 1999 graduates of our horticulture program, Joanna and Tim began their business in February, and business is booming! They offer general landscaping services which include design, installation and maintenance. Both are appreciative of the entrepreneurial focus at HCC and say that these classes helped them get focused and provided great resources. The course requirement of a business plan helped them to get off to a better start. Continued good luck to Joanna and Tim in serving both residential and commercial customers.

### Gilliam and Haynes to Represent HCC in San Diego

**Janice Gilliam and Tim Haynes** have been invited to speak at the 17th Annual Entrepreneurship Education Forum in San Diego, California, on November 4-7, 1999. They will represent HCC and talk about *Models for Integration Across Campus*.

In March, they presented *Entrepreneurial Learning Models Using Multiple Intelligences* at the ERCBEC Conference in Myrtle Beach, SC.

### 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**



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## Entrepreneurial Education and Training Conference

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entrepreneurship education and training programs, with demonstrated success in linking education to economic development.

**“...provide high visibility to a small rural county that mirrors the importance of small business to the health of local economies throughout the country.”**

The conference will serve a five-state Mid-Atlantic Region including: North Carolina, West Virginia, Virginia, Kentucky, and South Carolina.

The campus of Haywood Community College will be the location of this event on November 11 and 12. HCC is a premier ARC regional conference site combining its own entrepreneurial education initiative and programs, excellent facilities, and easy accessibility. This conference will provide high visibility to a small rural county that mirrors the importance of small business to the health of local economies throughout the country.

Primary lodging accommodations for conference attendees will be available at Lake Junaluska Assembly. Shuttle service will also be available.

Four primary groups will be targeted for attendance:

- **education service providers** elementary, middle, and high schools (teachers, principals, superintendents, board members, guidance counselors), and community colleges, four-year institutions, community-based enterprise development programs, Small Business Development Centers, and Small Business Centers;
- **economic development specialists** local development districts (staff, board members, directors) and community economic development boards;
- **funders** federal (ARC, EDA, USDA), state (Governor’s office, ARC program managers, departments of education, departments of commerce), Community Colleges of Appalachia, Appalachian College Association, and foundations (local, regional, national, corporate); and
- **state and local policy makers** county commissioners, mayors, state legislators, college presidents, chambers of commerce.

## Entrepreneurial R&D Project

Funding of \$50,000 was awarded from the North Carolina Rural Center to implement the Entrepreneurial Research and Development Project (September 1998 – March 2000) with Tim Haynes as project manager.

HCC partnered with Regional Technology Strategies, Inc. (RTS), REAL Enterprises, the Coalition for Manufacturing Competitiveness, and the Trans-Atlantic Technology and Training Alliance to form the Entrepreneurial Technician Collaborative (ETC). The objective of ETC is to pursue the seamless integration of entrepreneurial skills and traits into technical programs. This partnership brings together a powerful combination of leading US and European community colleges. HCC serves as lead school in cooperation with RTS to guide the project.

Relying upon the expertise of participants in the ETC and input from their constituency, a curriculum and two associated courses were chosen within which to imbed entrepreneurial skills and traits.

A pilot class will run through fall into December. Two engineering technology classes will be converted into an entrepreneurial class. Students will go into a business atmosphere (work) class where the basic skills they need will be taught. After basic skills, projects from industry will be adopted by students and when complete, reviewed by engineers.

### Now Available in our Learning Resource Center

*Entrepreneur Magazine’s Business Plans Made Easy*

by Mark Henricks  
and

*Entrepreneur Magazine’s Young Millionaires*

by Rieva Lesonsky and Gayle Sato Stodder

Both books given by the business division instructors in memory of Betty Sorrells, mother of Mark Sorrells.