

RICHMOND MAIN STREET

YEP SUMMER 2011 STAFF

Amanda Elliott

Executive Director

Alicia Gallo

Outreach Coordinator

Jamila Rideau

*Administrative Coordinator/
Newsletter*

Vaneese Johnson

Retail Trainer/Consultant

Adrienne Oliver

*AmeriCorps LISC Member/
Newsletter*

SCHEDULE:

Orientation/Effective communication	7/5
Entrepreneurship 101	7/11
Financial Literacy/ Guest Speakers	7/12
Graduation/ Certificate Ceremony	7/15
First Day at Worksite	7/18



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SUMMER 2011

Youth Entrepreneurship Program 2011

Richmond Main Street Initiative hosted its 4th annual Youth Entrepreneurship Program (YEP), July 5 — July 15 at the Richmond Main Street Initiative (RMSI) headquarters. The Youth Entrepreneurship Program is a two-week personal development and retail readiness training program for Richmond youth between the ages of 16 and 21, preparing them for job placement at downtown businesses for the summer.

YEP offers Richmond youth an introduction to a career path

as a small business owner or manager while providing practical skills needed for self-sufficiency and life enrichment. The program also aims to support businesses seeking well-trained youth employees.

YEP is a collaborative effort between RMSI's executive director Amanda Elliott, City of Richmond's Youth WORKS, and Retail Trainer/Consultant Vaneese Johnson, CEO of *On The Move Staffing*. The team evaluated all participants for careful selection in the program. They also created employee profiles that included leadership goals and employment skills each YEP participant wanted to develop during the summer.



Training Facilitator, Vaneese Johnson and YEP 2011 participants.



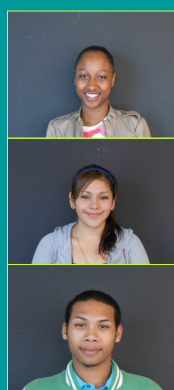
Issamary Barahona learns camera history from Mark Lampkin, owner of M.E. Lampkin Media Services.



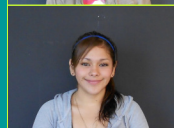
Delvonne Dozier is proud of the skills he learned from Wells Fargo presenters, including Peterson Ngov, personal banker.



YEP Graduation Day 2011. Pictured with YEP graduates are Amanda Elliott, executive director, RMSI (ctr.), Janet Johnson, ex-officio board member, RMSI (right), and Johnson (far right).



Kirea Phelps
Placement: Rolling Hills



Elva Padilla
Placement: Rolling Hills



Brandy Chhin
Placement: Rolling Hills

KEB Fitness Center

Kirea Phelps, Elva Padilla, and Brandy Chhin used their names and interest in being healthy to create their business idea. Using the first initial of their names, they created "KEB" Fitness Center. They all agreed that increased access to workout facilities could help keep Richmond residents healthy. Along with workout classes, they would provide access to a healthy food bar.



Team KEB researched their concept and start-up costs.

Our Success Stories & Future of YEP



Dajour LeGrand
Placement: Park Florist



Delvonne Dozier
Placement: Rolling Hills



Holly Keuth
Placement: James P. Anderson, CPA

Build and Achieve, Inc.

Dajour LeGrand, Delvonne Dozier, and Holly Keuth dream of creating a non-profit organization to help Richmond residents learn valuable work skills. They envision their non-profit offering courses on skills such as word processing documents in Microsoft Word. They agreed that this business concept was a good one because helping the community, not making money, would be their ultimate goal.

Along with the skills taught by Johnson, YEP participants enjoyed several guest presenters who also shared practical skills. The line-up of speakers included representatives from Wells Fargo and visits from three entrepreneurs. At the end of the program, students worked in teams to create and present their entrepreneurial dreams.

Students were then placed at six different worksites. Many YEP participants expressed that the program had influenced them in a positive way. RMSI was one of the participating worksites and had the opportunity to work with youth intern Ryan Burke, who celebrated his 20th birthday while in the program. "This whole program is good for me because I'm young and trying to get on my feet,"

Burke said, adding that interacting with people is one of the many skills he appreciated having improved.

Laticia Anderson was placed at Mary's Little Lamb and was a stellar performer. "She learns fast," beamed Mary Laverne, owner. "She is good with filing, knows how to approach customers, and dresses nice," she observed.



Stephanie C. Harper, PHR, CCP, CHRM, author and publisher of **CAREER Magazine** was a featured guest presenter.



Issamary Barahona
Placement: Rolling Hills



Laticia Anderson
Placement: Mary's Little Lamb



Ryan Burke
Placement: RMSI

Pretty Puppy Spa

Issamary Barahona, Laticia Anderson, and Ryan Burke collaborated to create a business plan for a premiere dog salon. They chose this business idea because they agreed that there is a need in Richmond for a place where pets can receive the ultimate care. They envision the *Pretty Puppy Spa* to be a place where pet owners can leave their pets all day and have them pampered at the same time.



Honorable Mention

Third-time YEP participant, Julisa Carter, was placed at H&H Builders. This YEP veteran was happy to rejoin the program this summer.

Richmond Main Street Initiative

Upcoming Events:

Spirit & Soul Festival

September 17, 2011
12-5pm

Holiday Festival

December 2011 TBA

Summer Concert Series

August 24, 5:00 to 7:30 p.m.

Ongoing Business

Assistance & Community Engagement

Richmond Main Street Initiative is dedicated to restore Richmond as a vibrant, pedestrian-friendly urban village offering products, services, arts and entertainment that reflect our community's rich and diverse heritage.

Richmond Main Street

1000 Macdonald Avenue

Suite C

Richmond, CA 94801

Phone: 510-236-4049

Fax: 510-236-4052

E-mail: admin@richmondmainstreet.org

A special thanks goes to our sponsors!



Richmond Main Street is looking for volunteers for our committees and events. For more information please call Alicia Gallo at 510-236-4050 or visit our website at www.richmondmainstreet.org.

