

RICHMOND MAIN STREET

YEP SUMMER 2010 STAFF

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Executive Director

Anyka Barber

Program Coordinator/Curator

Alicia Gallo

Outreach Coordinator

Jamila Rideau

*Administrative Coordinator/
Newsletter*

Irma Lewis

Retail Consultant

SCHEDULE:

Orientation/Effective communication	7/6
Financial Literacy/ Guest Speakers	7/9
Business 101	7/12
Graduation/ Certificate Ceremony	7/16
First Day at Worksite	7/19



VOLUME I, ISSUE 2

SUMMER 2010

Youth Entrepreneurship Program 2010

Richmond Main Street Initiative hosted its 3rd annual Youth Entrepreneurship Program (YEP), July 6-July 16 at the Richmond Main Street headquarters. The Youth Entrepreneurship Program (YEP) is a two-week personal development and retail readiness training program for Richmond youth between the ages of 16 to 21, preparing them for job placement at Downtown businesses for the summer. Employers had the option of hiring the youth beyond the summer if they desired.

The goal of YEP is to offer Richmond youth an introduction to a career path as a small business owner or manager and to provide youth with practical skills needed for self-sufficiency and life enrichment, while supporting businesses seeking well trained youth employees. Richmond Main Street Initiative's executive director Amanda Elliott working with the City of Richmond's Youth WORKS, Summer Youth Employment Program, RMSI Program coordinator Anyka Barber, Outreach coordinator Alicia Gallo, and Retail Trainer/Consultant Irma Lewis, evaluated all participants and created employee profiles with information about the potential employees, leadership goals and employment skills they wanted to develop during the summer for the retail business owners to review. Got Skills? Is a new 10 hour workshop series used in the YEP training to develop the

youth's communication and decision making skills, inter-



Outreach Coordinator, Anyka Barber and participants YEP 2010

personal relationships, and leadership development. The participants had the opportunity to hear from speakers Gary Bell, President/CEO of Cooperative Center Federal Credit Union and RMSI Board Member, Agnes Briones Ubalde, Vice President, Community Development Officer for Wells Fargo Greater Bay Area and Wells Fargo Customer Service and Sales Representative Sharon Williams. The guests introduced the youth to the basics of business ownership, personal development and financial literacy.

Participants were recorded as they put the skills they were taught in the Got Skills? Series to work, explored case studies, conducted interviews and toured local businesses. They worked in groups to create mock business plans and launch their own companies. During the last week of the training the participants

got a glimpse into the lives of young entrepreneurs that had become successful business owners, Devin and Darrion of D&D customz. These two young entrepreneurs shared with the participants how they got started and what it takes to remain a successful business owner.

At the end of the 10 day training the youth participated in a graduation ceremony and were given certificates acknowledging their accomplishments. This year Richmond Main Street provided train-



Training Facilitator, Irma Lewis and YEP participants 2010.

ing and job placement for nine youth at six worksites. Downtown Richmond's Bay Area Legal Aid, Gen X, Mary's Little Lambs, Park Florist and Richmond Main Street Initiative Inc. Other youth were placed at Rolling Hills Memorial Park in the hilltop area.



Graduation/Certificate Ceremony

Inside Story Headline



Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an edi-

torial. You can also profile new employees or top customers or vendors.

Inside Story Headline



This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask your-

self if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several

tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

Inside Story Headline



Caption describing picture or graphic.

ports. While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

This story can fit 150-200 words. One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and re-

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

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Our Success Stories & Future of YEP

This year Richmond Main Street was one of the participating work-sites and had the opportunity to work with a youth intern in our office. Executive Director, Amanda Elliott commented that “Danielle Mayorga was a welcomed addition to the RMSI staff. She was efficient and conscientious. She provided much needed assistance to our administrative staff and was a pleasure to work with.”

“I feel welcomed in this environment and I enjoy helping my community.” Danielle stated while working with RMSI staff.

We celebrated several success stories this summer. Many of our participants expressed that the program had influenced them in a positive way. Richmond Main Street staff worked with each participant individually to help



Agnes Briones Ubalde, VP Community Development Officer for Wells Fargo Greater Bay Area sharing a Fresh Perspective

develop, educational, career and personal goals and a plan to achieve those goals. We provided informal emotional support as needed to allow our youth to thrive and receive the nurturing needed to accomplish life's goals. “Thank you for everything!” It's nice to know someone has faith in us.” Stated one female youth participant expressing her gratitude to Richmond Main Street for the opportunity to learn much needed skills.

Due to the widespread interest in our summer YEP, Richmond Main Street is working towards a Mentoring program in the future that will match summer program graduates with mentors who will provide guidance and encouragement over the course of the school year, helping them to pursue their educational and career goals.

The expansion of the Summer YEP to a year round program is also something Richmond Main Street would like to implement in the future. As new and existing retail businesses develop in this area, the Year-Round YEP will both prepare and position inner-city youth for newly created jobs, while establishing a valuable group of trained young workers to support Richmond businesses.



Youth participants working in teams to explore business ideas



Devin and Darrion of D&D Customz



Nine youth participants w/ Gary Gary Bell, President/CEO of Cooperative Center Federal Credit Union & RMSI Board Member

Richmond Main Street Initiative

Upcoming Events:

Spirit & Soul Festival

September 19, 2010
12-5pm

Holiday Festival

December 2010 TBA

Summer Concert Series

June-August

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.

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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.

