

CRC Entrepreneurship Program

The Past

- Started with a Chancellor's Circle Grant
- Encouraged by Dr. Jamey Nye, Dean of Business & Family Science
- Explored best practices in Entrepreneurship
- Developed Stackable Credentials:

9-unit Certificate of Proficiency (3 courses)

18-unit Certificate of Achievement (6 courses)

30-unit AA Degree in Entrepreneurship/Small Business



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CRC Entrepreneurship Program

The Present

- BUS 215 – Entrepreneurial Opportunity & Business Planning
- Annual Entrepreneurship Seminar
- Annual Business Plan Competition
- Participation by Valley High School Students



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Budding Entrepreneurs Learn From Experts

The Entrepreneurship Seminar this year featured four entrepreneurs and small business owners representing a broad spectrum of products and services, including: Andy Paul of Andy's Candy Apothecary, Ron Robinson of Black Belt in Fitness and co-founder of several non-profit organizations, Valerie Mamone-Werder of Downtown Sacramento Partnership and formerly owner of a women's boutique clothing line, and David Nguyen of Limitless Blue Skies Security Co. David, in particular was a draw for students because he is a CRC alumnus, having taken the MKT 300 and BUS 215 courses from Professor Man Phan. While his security business is focused in the City of Stockton, he recently won a contract with the U.S. State Department which took him to Peru for two weeks to provide security services for the U.S. Embassy.



Business Professor Man Phan hosts a panel discussion with local entrepreneurs

The approximately 100 students in attendance at the May 2 event, including two dozen students from Valley High School, gained first-hand knowledge from the entrepreneurs on what it takes to become an entrepreneur and how to successfully manage a small business. The Entrepreneurship Seminar is an annual educational event organized by the Business Department with the intent to water and nurture the seeds of entrepreneurship in our students at CRC.



President Bush welcomes budding entrepreneurs to Entrepreneurship Seminar



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Business Plan Competition Highlights Entrepreneurial Ideas

The CRC business plan competition hosted by Business Department this year garnered strong attention and interest from the students. After reviewing the entries submitted by CRC business students and listening to their presentations, the panel of judges awarded the top three prizes to the following students and their respective entrepreneurial ideas. The criteria for evaluating the business plans were plentiful, including the viability of the business concept and the student's capacity to launch such a business in the near future.

First place (\$500): Stephanie Hem - Baker's Donuts, a high quality doughnut shop to be located in downtown Sacramento.



CRC Business student Stephanie Hem presenting her ideas to open Baker's Donut in downtown Sacramento



From L to R: Business Professor Man Phan, Business Plan Competition Coordinator and Judge Economics Professor Amy Leung, Judge Julie and Sarah Nguyen - 2nd place winner, Lazy Bowl Stephanie Hem, 1st place winner, Baker's Donuts Chelsea Thomas, 3rd place winner, Social Media Moguls Business Professor Katherine Posey, Judge

Second place (\$300): Sarah and Julie Nguyen - Lazy Bowl, a specialized noodles shop to be located in close proximity to CSUS Sacramento and UC Davis Medical Center.

Third place (\$200): Chelsea Thomas - Social Media Moguls, a social media consulting firm aimed at providing small business owners with on-line publicity services.

The cash awards to the top three winners were made possible by the generosity of the CRC Foundation. Thanks to all at College who have contributed to make this educational opportunity available to our students.



Collaboration with Culinary Arts

- Worked with new culinary arts professor
- Developed curriculum in culinary to include business/entrepreneurship classes
- Designed to ensure that those who receive culinary degree have business skills



CRC Entrepreneurship Program

The Future

- Recipient of Gig Economy Grant
- Embed Entrepreneurship in curriculum offerings

A.A. Degree in Restaurant and Food Service Entrepreneurship

- Focus on incarcerated student population
- Entrepreneurship Pathways with local high schools

Sheldon High, Franklin High, and Valley High

- Collaboration with Burgess Brothers => *Food truck business*
- Sacramento Asian Chamber of Commerce => *Stockton Blvd Merchants*



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Current Student

Tameeka Gilchrist



- Second Semester CRC student studying Culinary Arts
- Will pursue A.A. degree in Restaurant and Food Service Entrepreneurship
- New program is designed for students with passion, dedication and entrepreneurial spirit, like myself
- Return to school after 20 years in corporate America to pursue my life-long dream:
 - prepare delicious food and earn a living in the process
- The course offerings, resources and support system available to me at CRC are what I need to be successful
- Each day I come to school in my chef's uniform, feel blessed because I am doing what I have wanted to do for so long.



Conclusion

CRC Entrepreneurship Program:

We strive to assist our students to leverage their creative talents and transform their skillset into a meaningful livelihood for themselves and their community.



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