



The National Center for American Indian Enterprise Development proudly presents...

The Youth Entrepreneurship Summit (YES!)

At RES New Mexico • Monday, November 14, 2016

AGENDA

8:00 am – 10:00 am

Registration Opens
PUEBLO PRE FUNCTION HALLWAY

10:00 am – 5:00 pm

YOUTH ENTREPRENEURSHIP SUMMIT (YES!)
PUEBLO BALLROOM

Morning MC: Dyami Thomas – Motivational Speaker/Model/Actor/Mentor

Icebreaker: Dyami Thomas – Motivational Speaker/Model/Actor/Mentor

Welcome: Joseph Talachy – Governor, Pueblo of Pojoaque

Tools of the Game – Seven Generation Money Management.

Have fun learning from this hands-on financial literacy game fashioned for Native youth to increase money management skills, grasp the basics of investing, opening a bank account, purchasing a car, renting an apartment, buying a house, and other life skills for starting a business. And, find out where you can learn much more in business-related fields. Then, apply some of your lessons learned by participating in “Levi’s investment business” -- starting with a minimum wage salary and standard expenses,

and figuring out how much it costs to live on your own, cover your expenses, and get ahead.

Presenter: Crystal Jane Cree – Coordinator, Northern Arizona University, the W.A. Franks College of Business, Center for American Indian Economic Development

Drive to Go “Pro” – What You Step Towards to Attract!

Join in dynamic, interactive conversations about what you attract, how that follows you and opens up opportunity for more. “Emcee One” will share how he stepped toward not just entertainment, but leadership and greatness. Hip Hop, DJ-ing isn’t what helped him overcome the statistical certainty of failure – instead; it was learning to be professional, with entrepreneurial spirit, that allowed for success. The power of youth economics, and our ancestors as stewards of abundance – that is your DNA. You, too, can step toward who you are and how you see yourself. Step up to the challenge. You’re a player. You can go “pro” – believe it!

Presenter: Marcus Anthony Guinn “Emcee One” – One Innertainment

LUNCH IS SERVED – Presentation by UNITY

Afternoon MC: Chance Rush – Public Speaker/Youth Trainer/National Youth Conference Facilitator

Before Success, “There’s the Struggle”!

It's common that success doesn't occur overnight, and very seldom will success happen on your first attempt. This presentation will keep you honest, be informative, and promote the importance of having to drive to be successful. Get ready to be energized through music and humor, as we will explore the ongoing growth of becoming an entrepreneur. See and hear just how important it is to be productive in what you want to accomplish; in fact, it’s just as Important as the result of success.

Presenter: Chance Rush

Turn Your Idea Into a Business – And Be a Winner!

What does it take to turn an idea into a business? Every business starts with an idea, but to be successful you need more than just a good idea. You also must identify the target market (i.e., your customers); consider how you might manufacture or provide your product (and the cost to do so), and how you will protect what makes your solution unique or special (your intellectual property). Also learn marketing and social media tips of the trade. During this session, you will work in groups of 3–5 to learn some important steps in the engineering design and product development process – from solution brainstorming to market and production considerations and

finally to intellectual property protection. Then each group will prepare and practice a 1 - 2 minute pitch of their product to present to a panel of judges.

Presenter: Dr. Katharine Geramita – Chief Technology Officer, CreositySpace LLC

Presenter: Kristelle Siarza – Chief Executive Officer, Siarza Social Digital

SNACK BREAK

Presentation of Business Pitches

YES! Participants, working in small groups to on their presentations, will pitch their products and receive recognition as winners!

Judges:

- Katharine Geramita – Chief Technology Officer, CreositySpace LLC
- Kristelle Siarza – Chief Executive Officer, Siarza Social Digital
- Members of the National Center for American Indian Enterprise Development Board of Directors

Closing Rap Up for YES!