



Division of Business Administration & Economics

FOR IMMEDIATE RELEASE

**MOREHOUSE COLLEGE ENTREPRENEURSHIP  
CENTER LAUNCHES  
YOUTH ENTREPRENEURSHIP SUMMER (YES)  
CAMP FOR ATLANTA-AREA HIGH SCHOOL  
STUDENTS**

*July 2007 Summer Program A Collaboration Between Morehouse And Youth  
Entrepreneurs™ of Atlanta – A Georgia-Pacific Foundation Program*

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**ATLANTA, GEORGIA, WEDNESDAY, JUNE 20, 2007** – Morehouse College Entrepreneurship Center (MCEC) will host 20 Atlanta-area high school sophomores and juniors at their inaugural “YES Camp,” a unique career training experience designed to expose young adults to the opportunities associated with entrepreneurship. Organizers of the program taking place July 9-13, 2007 hope this one-week pilot will inspire and encourage young people to consider entrepreneurship as a career choice.

The overall vision of “YES” Camp is to develop in students the passion and skills to succeed in the marketplace and in life by stimulating economic thinking skills, encouraging creative, intelligent risk-taking, providing practical business experience, and instilling independence and personal responsibility. The Camp is a collaboration between MCEC and Youth Entrepreneurs™ of Atlanta (YE-Atl), which is a community program offering of The Georgia-Pacific Foundation.

The summer training program will be facilitated by YE-Atl and incorporates curriculum developed by The National Foundation for Teaching

Entrepreneurship (NFTE). “YES” Camp will be housed on the Southwest Atlanta campus of Morehouse College.

“Our ultimate goal for the Camp is quite obvious,” said Dean John E. Williams of the Division of Business and Economics at Morehouse College, which oversees MCEC and its outreach programming. “We hope to open doors, open minds, and open awareness to the great set of potential rewards associated with building an entrepreneurial career.”

YE-Atl’s educational goal is to foster entrepreneurial literacy and workplace readiness. Participating students gain a clear understanding of the importance of entrepreneurship to local communities. As a program partner of NFTE, YE-Atl holds the license for the use of NFTE curriculum in 13 metro Atlanta counties.

“YES” Camp’s format will consist of lecture, discussion, hands-on exercises, team-building activities, games, field trip, business plan creation and presentation as well as exposure to real-life entrepreneurs. The daily sessions will provide youth the opportunity to meet new friends and possible future business partners while learning to enjoy the “game of business.” Students will be encouraged to think creatively, turn ideas into actions by starting a new business, develop an innovation for an existing business or solve a problem that makes their lives and the lives of others better.

According to Curley M. Dossman, Jr., President of The Georgia-Pacific Foundation, “Georgia-Pacific is pleased to collaborate with Morehouse College Entrepreneurship Center in this effort to expose the youth in our community to the benefits of free market enterprise and entrepreneurship. Each of the participating students has been accepted into our Youth Entrepreneurs™ of Atlanta course taught in select Atlanta Public Schools.”

Camp participants will have the opportunity to take an idea and create a business plan for starting a company. They will explore the elements considered necessary for a business plan along with its purpose and need. On the last day of the camp all the students will participate in a business plan competition before a panel of industry leaders and educators.

NFTE is an international nonprofit organization that teaches entrepreneurship to young people from low-income communities to build skills and unlock their entrepreneurial creativity. Since 1987, NFTE has reached over 150,000 young people, trained more than 3,700 Certified

Entrepreneurship Teachers, and continually improved its innovative entrepreneurship curriculum.

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