

Developing Entrepreneurial Talent Across North Carolina

January 2008

Table of Contents

Letter from Eleanor Herndon	1
New Board Members	2
Welcome Arlene Childers!	3
REAL in Norway	4
Mullins High School #1	5
Nat.'l Entrepreneurship Week	6

Mission

The mission of North Carolina REAL Enterprises is to develop entrepreneurial talent through action learning and to foster the creation of sustainable enterprises throughout North Carolina, with special emphasis on rural communities.

Staff

Anna Koltchagova
Interim Executive Director
Malinda Todd
Assistant Director
Laura Tanzini
Office Manager
Arlene Childers
Program Coordinator

Letter from Eleanor Herndon

Dear Facilitators and Friends,

This past 2007 has been a great year for NC REAL in so many ways. We have added to our growing number of REAL facilitators statewide (42); grown the Middle REAL program by holding North Carolina's first training Institute for middle school teachers, expanded REAL Youth Camps, expanded eREAL in the community colleges, offered REAL business modules for distance learning.

Additionally, for the third straight year, NC REAL was included in the Governor's budget for base funding; and funders have determined that REAL Entrepreneurship is a viable strategy for creating economic development in rural communities statewide.

With funding from the following Foundations we are working with various partners across the state this year to both improve and expand entrepreneurship to many more youth and adults:

GoldenLEAF Foundation – BRIDGES (Building REAL Interest in Developing Greater Entrepreneurship Systems) in Ashe, Allegheny and Wilkes schools;

WIRED Grant from Piedmont Triad Partnership – with Piedmont Community College to adapt REAL for Family Care Givers;

North American Bank Community Assistance "Supporting Small Business in Rutherford" Grant – with Isothermal Community College, Foothills Connect Telecenter;

Appalachian Regional Commission – "Expanding Entrepreneurship in ARC Counties" Grant, by offering Institute scholarships and revising the core REAL curriculum; and

Z. Smith Reynolds Grant – to update the core REAL Entrepreneurship curriculum.

Each of these opportunities will help us help individuals develop the skills needed
Continued on page 3



NC REAL Contact Info:

NC REAL Enterprises
3739 National Drive, Suite 110
Raleigh, NC 27612

Raleigh Office (919) 781-6833 ext.124
Fax (919) 781-7223

Board of Directors

Mr. Mac Sims,
Chairperson
Mr. Andy Anderson
Dr. M.T. (Tony) Bledsoe
Mr. Matthew Danielson
Ms. Cary De La Osa
Mr. Perry Harker
Mr. Vince Holloman
Ms. Marie Inscore
Dr. Tony Johnson
Mr. Randall Lanier
Ms. Loretta Martin
Dr. George Millsaps
Dr. James Owen
Mr. Erik Pages
Ms. Milan T. Pham
Ms. Marjorie Rorie
Ms. Mary Russell
Ms. Jackie Savage
Mr. Eric P. Stevens
Ms. Randi Jean Veiberg

New NC REAL Board Members

Delores P. Ali

Delores has worked with Career and Technical Education for over 17 years as a teacher, coordinator and now as a Consultant with the Department of Public Instruction. She is a proud graduate of East Carolina University and North Carolina Central University. She resides in Timberlake, NC and enjoys listening to audio-books while riding on the county roads and highways.

Cary de la Osa

Special Bilingual Assistant, NC Office of the Governor, she was born in Cuba and raised in Miami, Fl. Completed her studies in Business Management at the University of Miami. Professional career includes Logistics Manager, Customer Service Manager in the fragrance and flower industry. She relocated to NC in 2004.

Mary Russell

She lives in Raleigh, NC but is originally from the western part of the state. An educator for 23 years, she currently works at the NC Department of Public Instruction as a Middle School Math Consultant.

Randi Veiberg

Randi is currently working as a sculptural artist and freelance web and graphic designer in Raleigh. She earned her associate in applied science degree through the pottery and sculpture program at Central Carolina Community College (CCCC). In 2005, NC REAL selected the business plan for Randi's art and design company, "Earth Fabric", as the statewide winner out of 1,000 students who enrolled in the program the previous year. Randi is currently serving as a member of the Board of Directors of NC REAL and the Program, Planning and Evaluation Committee

Marjorie Rorie

She has been the Director of Community Service for Truliant Federal Credit Union for almost two years. Her background in nonprofit community service, business development and personal financial management gives her the ability and experience to combine all these disciplines into her job of designing and implementing strategies to reach out to potential new credit union members.

SEND US YOUR
SUCCESS STORIES!

There are hundreds of successful entrepreneurs who start or expand businesses in your communities because of you and REAL Entrepreneurship. There are great stories about high school and middle school youth participating in community entrepreneurial activities, starting part time businesses or using REAL skills in some unique way. Make it a point to send us at least ONE article in the quarter

for the REALTalk newsletter. This is a great way to promote your REAL graduates and your program across the state. It's simple. Just email us at laura@ncreal.org

Welcome Arlene Childers!



Arlene Childers, Program
Coordinator

Arlene joined the NC REAL staff in January, 2008. Formerly a public school teacher, she is a REAL certified facilitator and has offered REAL in both the public schools and also as a part time facilitator at the community college level. Arlene has been a

staff member for a REAL Institute and helped develop and deliver the first K-8 REAL Institute in 2007. She has experience working with Broyhill Furniture Industries and Blue Ridge Healthcare as a Computer Programmer and Senior Systems Analyst. She also worked as a Project Manager for ITP Business Communications. Prior to accepting the position of Program Coordinator for NC REAL, Ms. Childers integrated the REAL Entrepreneurship Curriculum into computer technology classes at Liberty Middle School in Morganton, NC. She has a B.S. in Computer Science from Appalachian State University; and has additional certifications in Business Education and as a CWNA, Certified Wireless Networking Administrator.

Don't forget to
send your Demographic and
End-of-Course Surveys to:

Laura Tanzini
NC REAL Enterprises
3739 National Drive, Suite 110
Raleigh, NC 27612

and also contact Laura@ncreal.org
two weeks before your class ends
for REAL Certificates for
your participants.

Continued from page 1

to succeed as entrepreneurs and ultimately help more youth and adults improve their lives and their communities. Our entire staff, Anna, Malinda, Laura and I have worked very hard in 2007 to make the case to funders about why REAL is the most appropriate small business and entrepreneurship training program for rural North Carolina. Also, we partnered with many of YOU to build our capacity to offer the same quality professional development, materials and support facilitators needed to help you be the best you can be in your facilitator role. As a result in the new year we will have an updated and revised core REAL Entrepreneurship curriculum and many more facilitators certified during the February and June REAL Institutes. We thank you for all you did in 2007 to build our programs.

Eleanor Announces Retirement December 31, 2007

All of these events portend great possibilities for our organization. And so after eight wonderful years with NC REAL, I have decided this is the right time for me to retire as Executive Director. I came to NC REAL in 1999 after 31 years with the public schools; having been hired by Mark Sorrells to serve as Associate Director. Working with NC REAL has been the best time of my life! The friendships I've formed with you and the opportunities I've had to work with you on our common mission will be what I value the most. I want to thank you for all your support of me and for your commitment to NC REAL during my time here and know you will continue to support our staff – the best anywhere! Our Board of Directors has named Anna Koltchagova Interim Executive Director as of January 2, 2008; and the selection process will be announced after our Board meeting January 16.

Sincerely,



What's New At Your School Or Organization?

NC REAL needs your help updating changes in staff responsible for the REAL program in your organization. Let us know about changes in personnel, resignations, or new contact information. Keep us informed!

Upcoming Conferences with NC REAL Participation:

**Entrepreneurship
Education
Pre-Summit**
Greensboro, NC
Feb. 25, 2008

Register at
www.ncreal.org !!!

**2008 NC
Entrepreneurship
Summit**
Greensboro, NC
Feb. 26, 2008
www.ncentresummit.org

**2nd Annual National
Entrepreneurship
Week**
Feb. 23 - Mar. 1, 2008



**NC Middle School
Conference**
March 17-18, 2008
Greensboro, NC

HCC's REAL Program Attracts Visitors from Norway

- Haywood Community College's Rural Entrepreneurship through Action Learning (REAL) curriculum recently drew the interest of visitors from Norway. Ivar A. Offerdal, Marit Engum Hansen, Tone Gerd Bratland, Rasmus Stokke, Inger Karin Roe ødergard, øyvind Glosvik, and Bekka Skaasheim, all secondary and post-secondary schools in Norway, came to HCC to learn how entrepreneurship is integrated into classrooms at HCC. The visitors are interested in creating a similar entrepreneurial training model for use in their home country.
- The REAL curriculum explores the key issues necessary to successfully start and operate a profitable business using entrepreneurial skills. REAL classes are taught by community college instructors certified through REAL Enterprises as facilitators. REAL courses use cooperative learning teams, with an end result of completion of a business plan by each student. Textbooks are not used and students participate in a number of experiential learning activities for each element of the business plan.
- HCC has used the REAL Program since the late 1980s in curriculum classes, as well as through HCC's Small Business Center. REAL graduates have opened a number of businesses throughout Haywood County.
- The success of the program has been the focus of several international groups who have traveled to Western North Carolina to observe the training in action. HCC has hosted two delegations from Namibia and Denmark, as well as another group from Norway.
- For more information on HCC's REAL curriculum, contact David Forester at 627-4594 or Sharron Donnahoe at 627-4512.

From left to right front row are: Phyllis Childers, NC REAL affiliate; Marit Engum Hansen; Bekka Skaasheim; Tone Gerd Bratland; Inger Karin Roe ødergard; and Sharron Donnahoe, HCC Director of the Small Business Center. Back row left to right are: Rasmus Stokke; øyvind Glosvik; Ivar A. Offerdal; Robert Blanton, HCC Department Chair of Professional Crafts; and Paul DeLargy, Georgia REAL affiliate.



MULLINS High School *REAL Entrepreneurship* Team Wins 1ST Place SCSU Entrepreneurship Competition

The Mullins High School *REAL Entrepreneurship* team won first place at the South Carolina State University business plan competition held December 13, 2007 in Orangeburg. The competition was open to all high schools in South Carolina. The winning plan was for "Cookie Critter" a bakery and coffee shop with free wireless internet. The team was scored on their business plan and a 7 minute presentation including a powerpoint brief, marketing plan, financial plans, management concept, expansion plans and investment offering.

For the first time this year, the school offered an entrepreneurship class using the REAL, Rural Entrepreneurship Active Learning, course. The course emphasises active learning by offering students a series of activities designed to involve them in all aspects of forming a business plan. During the class, students applied information gained during the activities and research to their own business plan.



From left to right: Johntaa Brunson, Aerialle Crawford, Marcus Howard, Corey Pulley, Ashley Godbold, Stephen Singleton, Rene Jordan, Joseph Pace

From Bob List

Register NOW at www.ncreal.org !!!

REAL Institute

February 18-22, 2008

A 33-38 contact hour training that prepares high school, post-secondary, and community-based organizations facilitators to use the REAL Entrepreneurship Curriculum.

Location: The Friday Center, Chapel Hill

Cost: \$1,000 tuition (includes registration, breakfast and lunch all days) plus cost the of curriculum

Prerequisite: None

For more information
call: 919-781-6833,
ext. 125
or email:

anna@ncreal.org.

When ordering **REAL Entrepreneurship Workbooks**
please use the new form available at www.ncreal.org

All orders should now be sent directly to the NC REAL office in Raleigh, NC.

Celebrate National
Entrepreneurship Week 2008!
at www.NationalEweek.com

FEBRUARY 23 - MARCH 1, 2008

- Register your support
- Receive email updates
- Share your special events
- Join your State Leadership Team
- Obtain marketing materials
- Find resources for the classroom
- Post media coverage
- Stay on top of the latest information

Love online shopping?

Looking for a fun way to support
NC REAL?



Register and Shop online
through iGive.com and
iGive will donate money to
NC REAL.

Go to www.iGive.com and register, be
sure to choose "North Carolina REAL
Enterprises, Inc" as your cause!



MAKE YOUR TAX DEDUCTIBLE CONTRIBUTION NOW!

Name: _____

Organization/Company: _____

Address: _____

Email: _____ Phone: _____

Amount: _____

Please make check payable to:

NC REAL Enterprises, Inc.
3739 National Drive, Suite 110
Raleigh, NC 27612

Thank You!