

DEPARTMENT F – PERSONAL DEVELOPMENT ENTREPRENEURSHIP

Superintendent:

Melissa Peeler

4-H Staff Person Responsible – Marci Carroll

Exhibit Guidelines:

- A. Posters must be 14" x 22" and may be arranged either horizontally or vertically. The 4-H member's name, age, full address and county must be listed on the back of the poster. Entry cards should be stapled (not paper-clipped or taped) to the upper right-hand corner of the poster.
- B. Poster may not use copyrighted materials, such as cartoon characters or commercial product names.
- C. Exhibits which do not conform to size or content guidelines will be lowered one ribbon placing.
- D. Posters may include photographs, charts or examples as well as a written explanation. Posters may be laminated to protect them.

ESI UNIT 1 DISCOVER THE E-SCENE

CLASS 1 INTERVIEW AN ENTREPRENEUR

Share what you learned from the person about starting and running a business or how they deliver excellent customer service. How will what you have learned through this interview change your future plans or ways of thinking about business? (based on pages 2.1 - 2.4 of manual)

CLASS 2 PICTURE STORY

Of a tour or field trip to study entrepreneurship and/or business operation. (based on pages 2.1 – 2.4 of manual) ESI Unit 2 The Case of ME

CLASS 3 INVESTIGATING THE SALE

Work through pages 5.1-5.5. Complete page 5.4 and enter in the form of a poster or notebook.

CLASS 4 MAPPING AND PLANNING TOGETHER

In a notebook, develop a plan for your Amazon trip. You may want to visit trip planning Web sites to plan travel, lodging and sights to visit. Based on pages 7.1 – 7.4 ESI Unit 3 Your Business Inspection 4-H'er

CLASS 5 MARKETING PACKAGE

(mounted on a 14" x 22" poster) must include at least three items (examples) developed by the 4-H'er from the following list: business card, brochure, advertisement, business promotional piece, printout of an internet home page, packaging design, signs, logo design, direct mail piece, etc. The marketing package should be for an original business developed by the 4-H'er and not an existing business.

CLASS 6 ORIGINAL PRODUCT

With an information card (8 ½" x 11") answering the following questions:

1. What did you enjoy the most about making the product?
2. What challenges did you have when making the product? Would you do anything differently next time? If so, what?
3. What is the suggested retail price of the product? How did you decide on the price?
4. How much would you earn per hour? Show how you determined this figure.
5. What is unique about this Product?

ESI UNIT 1, 2, OR 3

CLASS 7 ESI FOLDER

A folder containing the following information: 1) at least **one completed chapter** of the project manual ESI Unit 1,2,or 3, and 2) a minimum of **three additional forms** the 4-H'er has used/developed to start/operate a business (i.e., application for sales tax number, registering business name, food inspection, kitchen inspection, copyright forms, billing forms, accounting system, business plan, receipts, production record, etc.