NEBRASKA DEPARTMENT OF EDUCATION

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4-H Leaders, Educators, Community Leaders, and Future Entrepreneurs

As Nebraska and the nation embark on creating a dynamic economy for the 21st century, research and global trends strongly indicate the importance of innovation, creativity, and entrepreneurship as keys to our future. The distribution of Nebraska's population across a large geographic area poses unique challenges, but every challenge offers opportunities.

Entrepreneurship has been identified as an important career pathway for citizens of all ages, but especially for our youth. Entrepreneurial literacy has also been identified as a 21st century skill in various groundbreaking reports. The Nebraska 4-H EntrepreneurShip Investigation (ESI) curriculum spotlights both.

Entrepreneurship and entrepreneurial literacy enhance opportunities and the economic viability of our communities whether they are rural or urban. Entrepreneurship and entrepreneurship education are critical to growing our economy, retaining and attracting back our young people, as well as creating a "line of succession" for current businesses. Because of this, the Nebraska Department of Education began partnering with other state agencies, public and private postsecondary institutions, and the business community to focus on entrepreneurship through the Nebraska Entrepreneurship Task Force (NET-Force) in 2005. Assisting in the creation of relevant and engaging curricula at all levels is a major goal of the task force.

Entrepreneurship education can and *should* be viewed as a lifelong learning process. The Lifelong Learning Model created by the Consortium for Entrepreneurship Education is based on the belief that entrepreneurs go through stages in their learning and earning lives. This model and the national content standards for entrepreneurship education have been the basis of curriculum development in our state, including the work of Nebraska 4-H. These standards have been cross-walked to the Nebraska STARS (academic) standards and are referenced in each unit in the **E**ntrepreneur**S**hip **I**nvestigation (ESI) curriculum.

Since Nebraska 4-H included the Nebraska Department of Education in their efforts to create entrepreneurship curriculum that could be used by local leaders and schools, I have been excited by their focus and energy. They have engaged state and local leaders to develop a strategic plan, the first stage of which was the development of an entrepreneurship curriculum for youth at the middle-school age level. It focuses on combining strong content with youth-oriented, fun activities. The components of the curriculum add great value to instructional techniques not only for Nebraska educators and 4-H leaders, but also for their counterparts nationwide. ESI also serves as a wonderful way for youth to explore their communities and gain an appreciation for their rich history and to learn more about local and area entrepreneurs.

Entrepreneurship can be defined as "making a product, service, or idea better." That certainly holds true for the Nebraska 4-H ESI curriculum. ESI and the planned elementary and high school level companion curricula are unique efforts and ones which promise to pay dividends for communities and schools that utilize them.

Sincerely

Gregg Christensen

Gregg Christensen
Entrepreneurship and Career Education Specialist

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The Country Pumpkin

Brett Nunnenkamp 1968 Highway 6 Sutton, NE 68979 402.773.0232

April 24, 2007

Dear EntrepreneurShip Investigator,

Congratulations on obtaining your Entrepreneur Explorer Certificate. You are well on your way to becoming a budding entrepreneur! Unit 1 took you on the first steps of your journey by discovering the E-Scene. Unit 2 continues this journey by identifying the traits you have that will establish an ethical business foundation. You will learn about the importance of time management and about the laws that affect business ownership. Through Unit 2, you will also discover the impact of professionalism relating to your chosen business venture and about giving back to your community.

As a former 4-H'er and owner of *The Country Pumpkin*, I support the ESI curriculum created by Nebraska 4-H. *The Country Pumpkin* began as an FFA Supervised Agriculture Experience (SAE) Project 11 years ago. When I started my business while in junior high school, I was only 12 years old. At that time, there was very little material available for me to use that would have helped me learn how to build a successful business. For this reason, when I was asked to be on the development committee of an entrepreneurship curriculum for students, I did not hesitate. I knew there was a definite need for curriculum that would teach young people, like you, about entrepreneurship and how to go about starting their own business. The ESI project will certainly teach and promote entrepreneurship to you and other students in the state of Nebraska and beyond. It will be a great resource for youth – my only regret is that it was not available for me 10 years ago when I was learning how to be an entrepreneur.

Your journey through the ESI Unit 2 curriculum will help lay a solid foundation to accomplish your goals and also lead to your designation as ESI Detective. Good luck with your journey and congratulations on taking the first steps to entrepreneurship and starting your own business.

Sincerely,

Brett Nunnenkamp

Brett Nunnenkamp
Owner
The Country Pumpkin

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Welcome!

You are about to enter the exciting world of ESI (EntrepreneurShip Investigation)! Enjoy investigating the endless possibilities of your future as an entrepreneur. What is your passion? Where would you live? What would you do? Where do you start? Follow the clues.

You are currently looking at the second of a series of manuals. **Unit 2, ESI: The Case of Me** is designed to develop basic skills needed to succeed in the professional and business world. These skills are necessary for you to succeed in any professional career. They are, however, especially important for entrepreneurs. If you find this experience interesting and would like to learn more, I would encourage you to check the following additional units.

Unit 1, ESI: Discover the E-Scene, is designed to help you learn what it means to be an entrepreneur.

Unit 3, ESI: Your Business Inspection. Your final project will be a completed business plan. This manual is divided into three parts: 1) Concept Development. What are the possibilities? 2) Resourcing. You will find the resources, build your team and develop a business plan. 3) Start-Up. Investigate customer service, marketing and business development. Take advantage of all three units and make your dream a reality.

Our CD-ROM and Web site are tools that you can use to enhance your learning experiences.

CD-ROM. The electronic Investigator's Notebook will allow you to automatically link your activities to build a business plan. You can also learn about e-commerce and other related activities by using the resources available on the CD-ROM.

Web site, *http://4h.unl.edu/esi.* Look at "No Place Like Home," a cost-of-living index. See what jobs pay in various geographic areas, compared with the same jobs in your hometown. Listen to young entrepreneurs through podcasts, link to related Web sites and take advantage of cool games related to entrepreneurship.

Have fun. Enjoy The Case of Me.

Sincerely,

Patricia J. Fairchild, Ed.D.
Associate Professor
4-H Curriculum Design and
Youth Entrepreneur Specialist

Know how. Know now.

Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the Counties and the United States Department of Agriculture.

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