

ESI Discovery Zone

Halsey, Nebraska

June 5-7, 2008

June 5

Check In Time and Registration – 9:30 am to 10:00 am

10:00 – 10:15 pm - Welcome to ESI Discovery Zone

10:15 – 10:45 Get Acquainted activity

10:45-11:00 Community Development Explanation

11:00 - ESI Discovery Begins

- **Create a Survey that includes present e-ship knowledge and skill assessment**
- **Investigating yourself – What Talents do I have**
- **Develop questions to ask entrepreneurs as they talk to campers**

12:00 lunch

12:30 – 1:00 Meet An Entrepreneur – Visit with Entrepreneur at Camp – Gerri Osborn, Publisher, Mullen Newspaper

- **How and why one got started,**
- **Reasons to be or not to be an entrepreneur**

1:00 – 1-20 Investigating the Risks

1:20-3:00 Trust Course/zip line – Camp Staff

3:00 -3:25 Break & Determine E-Teams (2 per team)

3:25 – 3:45 Peeking Into the Future/Smart Goals

3:45 – 4:30 What's changed? Google Earth - Internet exercise

- **I'm Bored, Our Community Needs This**

4:30 – 4:50 Uncovering My New Business –

- **Discovering Hidden Treasures**
- **Finding Your Business Treasure**

4:50 – 5:30 pm

- **Digging Deeper Into My Business Idea**
- **Decision Time -- what will your business be??**

5:30 – 6:30 pm Dinner and E-Team Time

6:30 – 7:00 Entrepreneur Panel

1 service: Canoes & Camping – Mitch Glidden – Glidden Canoe Rental

1 product: Last Chance Winery – Deb Cox – Last Chance Winery

7:00 – 7:30 Resource Sharing (Halsey General Store opens – campers can preview resources available to further develop their business ideas – no buying at this point – each team given \$30 camp dollars to be used to fund their business)

7:30 – 8:30 Choose Your Business Idea

- **Name Your New Business!**
- ❖ **Let's Celebrate! (computers and print out certificates)**
 - **Complete ESI Certificate**
 - **You are now an ESI Explorer!**

8:30 – 9:30 Band & Campfire & S'Mores

9:30 – 11:00 Fun and Games

11:00 – Cabin

12:00 – Lights OUT

Friday morning June 6, 2008

7:00 Rise and Shine

7:30 – 8:00 Breakfast

8:00 – 8:30 Is This my Conscience I hear Talking

- **Where do you stand**
- **Building my Reputation**
- ❖ **Playing the Part**
 - **What to Wear**
 - **Acting the Part**

8:30 – 9:00 am – Visit your Banker (Time to get a loan for your new business?)

9:00 -9:30 am -- Brainstorm Business Name, Slogan and Logo

➤ **Develop Business Cards**

9:30-9: 50 am Entrepreneur – Financials – Linda Fettig, Nebraska Rural Commission

9:50 – 10:00 am Snack Break

10:00 – 10:20

➤ **Selling Yourself and Your Ideas**

➤ **Customer Service**

10:20 – 11:30 am

➤ **Design marketing/promotional materials**

11:30 – Board the bus for entrepreneur tours –

Leadership activities on the bus

12:00 – Lunch @ Uncle Buck's – Brewster – Talk to owner about the business

12:45 Margie Lloyd – Double L Gift Shop - Brewster

Sandhills Pottery – Marlene Van Diest

Nebraska National Forest Nursery – Richard Gilbert

5:00 Hike back to camp guided by camp leaders

6:00 – 7:00 – “Power” dinner/business meeting at camp in E-Teams

7:00 –9:00 pm Individual Team Time – Resource Store and Bank are open (Campers purchase the materials they will need for their products and maintain a purchase order log to track their expenses)

9:00 pm –Snacks

Meet another Entrepreneur - Bree De Naeyer – Local Singing Artist

10:00 – Fun & Games

11:00 – Cabin

12:00 – Lights Out

June 7, 2008

7:00 am – Rise and Shine

7:30 – 8 am – Breakfast

8:00 – 8:30 am Collecting and Organizing Clues

- **Tracking Your Business Expenses**
- **The Income Statement**
- **Completing a receipt**
- **Keeping Records**

9:30 – 10:00 am

❖ **Entrepreneur – Media/Marketing Person – Gene McCoy, Ord NE**

10:00 am – 10:15 am – Snack Break

10:15- 12:00 – Research & Development E-Team Time – General Store and Bank will be open

12:00 – 12:30 Lunch

12:30 – 1:00 pm Election – Mayor of Community – Group Names their Community PowerVille

1:00 – 1:30 pm City Council Meeting – Plans for Business Development Fair to be held later in day

1:30 – 2:00 Finalize Marketing Plans, Business Cards, set up trade show booths.

2:00-3:00 Business Plan

Prep for Presentation (Booth set-up, etc.)

3:00 – 4:00 pm Community Groups Finalize presentations to be given to staff and parents

4:00 – 4:30 pm – Showcase for Parents (Video slide show of camp – presentations by each “new business” – each family given \$30 in “Camp Chamber Bucks” to purchase goods at Economic Development Open House)

4:30 – 5:00 pm – Open House with “goods for sale” from new businesses in “PowerVille”

5:00 pm – Hot dog roast, Upside Down S’Mores (Parents & Guests Invited) – depart when finished