

FOR IMMEDIATE RELEASE

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LOCAL GRAPHIC DESIGNERS VOLUNTEER TO HELP STUDENT BUSINESSES STAND OUT

Lubbock, Texas— Local graphic designers lend a creative hand to students in the Lubbock Chamber Young Entrepreneurs Academy (YEA!) by developing logos and marketing materials for their new small business ventures. This is one of the many aspects of the YEA! program that guides students through the process of starting their own, real business.

Graphic designers play an important part in the process, by helping students create a new and exciting online presence for their businesses that will help to brand and promote them successfully.

“As a designer, one of my favorite things to do is work with a client in the initial stages of their business, when all they have is an idea and the hustle to make it happen – it’s the ultimate challenge to help bring their vision to life,” said Yvonne Limon, Marketing Coordinator at Lee Lewis Construction. “These young entrepreneurs are no different. From hearing their initial concept at our first meeting to watching their eyes light up when you show them the first draft of their logo, there is truly no greater feeling! They remind me why I love doing what I do.”

This year’s graphic designers include:

Mary Carson Glenewinkel; former Lubbock Chamber of Commerce Intern

Shannon Gradel; Scarborough Specialties

Sarah Hay; Scarborough Specialties

Ashtyn Kahn; UDawg Graphics

Yvonne Limon; Lee Lewis Construction

Alex Masterson; Scarborough Specialties

Jacob Pesina; Wellborn Sign, Inc.

“I’ve chosen to do this project again because it’s a great opportunity to hone our skills for our jobs and for the main reason of helping an awesome groups of kids learn the importance of good business and practice skills for later in life,” Alex Masterson at Scarborough Specialties said.

As a non-profit organization, YEA! relies on the generosity of the community and of sponsors; people who identify with entrepreneurship and want to help pave the way for the future business leaders of tomorrow. "YEA! strengthens the community, and the community strengthens YEA!," said Gayle Jagel, the Founder and CEO of the Young Entrepreneurs Academy. "Our program managers and instructors seek out people in every facet of the local business community to help facilitate the creation of our student's dreams into a reality."

During the course of the 30-week program, more than 80 local businesses become involved with YEA! at various levels. Students work in close cooperation with local business leaders, community leaders and educators who use their personal experiences to demonstrate how to develop ideas and objectives, pitch potential investors, obtain funding, register with governmental agencies, establish e-commerce and a web presence, and more. By the end of the class, students own and operate fully-formed and functioning businesses, which they can carry on after their graduation from the program.

To learn more visit www.LubbockChamber.com/YEA or contact program liaison Amy Marquez at Amy.Marquez@lubbockbiz.org.

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The Young Entrepreneurs Academy

The Young Entrepreneurs Academy (YEA!) is a 501(C) 3 offering groundbreaking year-long classes that teach middle and high school students how to start and run their own businesses. Throughout the class, students develop business ideas, write business plans, conduct market research, pitch their plans to a panel of investors for startup funds, and launch and run their own, fully formed companies and social movements. The project-based program empowers students to take charge of their futures.

Founded in 2004 at the University of Rochester with support from the Kauffman Foundation, YEA! today serves thousands of students nationwide. In 2011, the United States Chamber of Commerce Foundation became a national sponsor and partner of the Academy to help celebrate the spirit of enterprise among today's youth and tomorrow's future leaders.

YEA! bridges the business and educational communities to fulfill its mission of teaching more students how to make a job, not just take a job. YEA! is made possible by The Kauffman Foundation, the U.S. Chamber of Commerce Foundation and the E. Philip Saunders Foundation. For more information, visit yeausa.org.

U.S. Chamber of Commerce Foundation

The U.S. Chamber of Commerce Foundation is dedicated to strengthening America's long-term competitiveness and educating the public on how the free enterprise system improves society and the economy.

The U.S. Chamber of Commerce is the world's largest business federation representing the interests of more than 3 million businesses of all sizes, sectors, and regions, as well as state and local chambers and industry associations.

Sam's Club

Sam's Club®, a division of Walmart Stores, Inc. (NYSE: WMT), is a leading membership warehouse club offering savings and services to millions of members in 651 clubs in the U.S. and Puerto Rico. Sam's Club offers affordable access to innovative services for families and small business owner, including travel, payroll and HR services, protection plans, legal solutions, cash rewards and more. To learn more about time and money with Sam's Club visit www.SamsClub.com/services.

Lubbock Chamber of Commerce

The Lubbock Chamber of Commerce represents almost 1,900 businesses and over 79,000 employees on the South Plains which accounts for over \$2 billion in annual household earnings in Lubbock and West Texas. Since 1913 the Chamber, as a catalyst for business growth; a convener of leaders and influencers; and a champion for a stronger community, has served as a unified voice of business by actively advocating for a pro-jobs, pro-growth, pro-business climate.

Texas Tech Innovation Hub

The Texas Tech University Innovation Hub at Research Park (the Hub) opened in 2015 to assist in the formation of startup companies relevant to today's local, regional and global economy. Texas Tech is experimenting with new approaches to economic and sustainable development focusing on commercializing and translating research, creating and growing jobs and developing a complete entrepreneurial eco-system with its community, state, and federal partners. Intended as the first of a series of facilities, the Hub, a 40,000 square foot state of the art platinum LEED building equipped with office and wet laboratory facilities is home to robust programs to advance the impact of the region's economic development efforts. The Hub programs support faculty, students, and local entrepreneurs in early and growth stage companies.