



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Extreme Entrepreneurs Roll into Santa Ana College on October 13 *Youth Entrepreneurship Program Teams up with National Tour to Help Local Students and Community Residents Succeed in the Changing Economy*

(Santa Ana)—Years ago, entrepreneurs were often viewed as somewhat eccentric individuals who left corporate America to work on their eccentric ideas. But nowadays, almost everyone, including high school and college students, wants to own a small business. With Orange County’s unemployment rate at 9.6 percent, it’s no wonder.

To help both students and community residents succeed, the Extreme Entrepreneurship Tour (EET), a nationwide entrepreneurship tour, will make its first stop in California at Santa Ana College (SAC) on Tuesday, October 13. The event is slated for noon to 4:00 p.m. in Johnson Center (U)-102. The SAC visit is hosted by the Youth Entrepreneurship Program, a program of the Orange County Small Business Development Center (SBDC) and the Center for International Trade Development, economic development programs of Rancho Santiago Community College District.

“This free event will not only inspire young people about entrepreneurship,” said Leila Mozaffari, director of the Orange County SBDC, “but it will also provide lots of practical advice and resources that can help make their dreams become reality.”

One of the local entrepreneurs who will share his experiences in launching his own business is 26-year-old Santa Ana resident Oscar Fimbres. After being laid off, Fimbres was motivated to start his own business, Jerry’s Happy Tail Clothing Co. that makes matching outfits for dogs and their people.

“When you become an entrepreneur, you control your own life,” said Fimbres. “I knew that training was important so I took a business class at Santa Ana College, which led me to register for the Youth Entrepreneurship Program (YEP) and work with the Orange County SBDC. There are a lot of people who can help you achieve your goals.”

Last year, Fimbres competed in YEP’s business plan competition and won. After attending the program’s sessions for two months, he was ready to share his business plan, marketing strategies, and one-year financial outlook with the competition judges, the Tech Coast Angels, a Laguna Hills-based investors group. Not only had Fimbres done his homework, but he did it so well that he walked

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away with the \$1,500 prize! YEP will hold its second business plan competition in January 2010. Seminars are currently underway to prepare participants for the big day.

For now, Fimbres continues to develop his new business gradually and carefully. He is working to go to market with his products via a Web site sometime in December. He is enthusiastic about sharing his passion with other would-be entrepreneurs.

“When you have your own business, the sky’s the limit,” said Fimbres. “That’s what empowers me; I can go as far as I want to go.”

The Santa Ana College stop includes the following speakers:

- **Arel Moodie**, the author of the bestselling book *Your Starting Point for Student Success*, helps students achieve their goal. Despite his humble beginnings in the projects in Brooklyn, N.Y., Moodie went on to college where he started his first successful Internet company. His training and development company, Arel Moodie International delivers leadership and personal development programs across the country.
- **Gabriel Anderson** was hired as the youngest person in Merrill Lynch’s regional history as a non-registered investment analyst. In 2003, at the age of 23, Anderson was named Director of the “Legacy Group,” representing investment portfolios that grew from \$450 million to \$1 billion by the time he stepped down in 2005. In 2006, he opened Orange County-based DynastyWealth, a boutique wealth management firm.
- **Anderson Schoenrock** is CEO and co-founder of El Segundo-based ScanDigital, providing photo digitization services. Prior to co-founding ScanDigital, he co-founded Zietsman Realty Partners where he oversaw more than \$600 million in commercial real estate transactions.
- **Glenn Doolittle, Jr., JD**, Santa Ana College international business professor, is past president of the NASBITE International, a professional organization for the global business community. Since 1996, Doolittle has secured more than \$1 million in grants to support international business education at Santa Ana College.
- **Madeline A. Grant**, Santa Ana College international business assistant professor, chairs the college’s management, marketing, and international business department. She brings more than 15 years experience working in exporting, importing, sales and marketing for small- and medium-sized manufacturers.

For information and to register for Extreme Entrepreneurship Tour stop at Santa Ana College, visit www.extremetour.org.

About the Youth Entrepreneurship Program

The Youth Entrepreneurship Program is a program of the Orange County Small Business Development Center and the Center for International Trade Development, economic development programs of Rancho Santiago Community College District. This grant is made possible by the California Community Colleges Chancellor's Office. For more information, visit www.ocvcp.org.

About the Rancho Santiago Community College District

The mission of the Rancho Santiago Community College District (RSCCD) is to respond to the educational needs of an ever-changing community and to provide programs and services that reflect academic excellence. Santa Ana College and Santiago Canyon College are public community colleges of RSCCD, which serve the residents of Anaheim Hills, East Garden Grove, Irvine, Orange, Santa Ana, Tustin and Villa Park. Both colleges provide education for academic transfer and careers, courses for personal and professional development, customized training for business and industry, and programs to train nurses, firefighters and law enforcement personnel.

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