



Le'Chic Academy Foundation

BIZKidz

CALL FOR

**Young Entrepreneur Exhibitors. Shark Tank Competitors
& Fashion Models**

to Participate in Business Growth Workshops,
Outdoor Market Day, "Dress for Success" Fashion Show
Shark Tank Competition, Award Ceremony & Reception

Saturday, June 3 – Sunday, June 4, 2017

Held at The Interfaith Center (Meeting House)
5885 Robert Oliver Place Columbia, Md. 21045

Come Out and Enjoy a Weekend of:

Interactive Workshops for Kidpreneurs & Parents
Guest Speakers....Financial Advisors...Business Planning/Resources
Social Media Marketing Guidance...Business Exhibits....Competitions....Awards
Face Painting....Balloon Art.....Magic Tricks...Performances
Hula Hoop Competitions....Refreshments..."Dress For Success" Fashion Show
Pet Show....Bon Bon the Clown....Live Music from 92Q & Much More!

With Support From:

The Baltimore County Chamber of Commerce,
Howard County Public School System, Small Business Administration
Maryland Center for Entrepreneurship, WJZ-TV & WMAR-TV

Registration Now Open at www.bizkidz.us

Please Mail Registration Form and Payment To:

Le'Chic Academy, P.O. Box 6472, Columbia Md. 21045

For more information, please contact:

BizKidz2017@gmail.com

410.530.4876

Workshop Overview

Saturday, June 3, 2017

9:00AM

Le'Chic Academy Foundation is kicking off our annual "Biz Kidz" weekend event with a one day workshop. Young entrepreneurs and their parents will meet simultaneously with highly experienced business consultants to explore their business ideas, engage in meaningful discussions and participate in a variety of interactive business activities and collaborative Q & A sessions.

NOTE: Workshop participants are highly encouraged to bring their smart phones, tablets, and/or laptops so that they may fully engage in our hands-on workshop activities.

Agenda

Meet/Greet & Light Breakfast

Welcome

Guest MC: Christine Crawford, Former Vice President
(Baltimore County Chamber of Commerce)

Opening Remarks: Creating a Business Brand

Motivational Speaker, I.A.M. Life Coach, and Radio Host of "Take Charge"
Power of Purpose Radio provides young CEOs and their parents with a personal understanding of success principles for creating a professional business brand, fulfilling your vision, and reaching your goal.

Instructor: Jeffrey Shepherd (Power of Purpose Radio)

Simultaneous Kid & Parent Workshops (See Workshop Descriptions Below)

Business Lunch & Networking

Wrap Up:

Jeffrey Sheppard ("Take Charge" Power of Purpose Radio)

Closing Remarks:

Dr. Marlene Jackson & Ashley Jackson
Le'Chic Academy Foundation

Simultaneous Workshops:

Kid\$ Count.....Making and Managing Money

Working in small teams, young CEOs will plan a special business event by applying sound money management skills. To help build leadership techniques, entrepreneurs will strategize and budget Monopoly money while participating in a fun collaborative team building activity.

Instructor: Beth Rudy (Insight Management Consulting)

Raising a Savvy Young CEO – A Mother's Personal Journey

In this Q&A workshop session, mother of Tyler Stallings, 5 year old CEO of Kid Time Enterprises, author of "Tyler Goes Around the World" and co-creator of "Give Back to Veterans Day", shares her personal journey, insights and tips for raising a successful kidpreneur.

Instructor: Andrea Blackstone (Baltimore Times Reporter, Author, Blogger and Consultant)

Workshops (Cont.):

Designing your M.A.P. (Mission, Analysis & Promotion) of Success

Young entrepreneurs will gain insights into the importance of following their passions and sharing their creative gifts. This workshop will help young CEOs stand out from their competition when establishing a business or event.

Instructor: Jeffrey Sheppard ("Take Charge" Power of Purpose Radio)

Launching and Growing a Business with The Maryland Center for Entrepreneurship

This informative and interactive workshop provides entrepreneurs with an overview of the guidelines, planning tools, licenses, programs, services, and resources offered by The Maryland Center for Entrepreneurship (MCE) to successfully start and cultivate a small business.

Instructor: Tracy Lee Turner (Howard County Economic Development Authority)

Young Entrepreneur's Self-Publishing Workshop

In this fun interactive workshop, young entrepreneurs will learn the benefits of publishing their own book. Kidpreneurs will learn how to lay the framework for a solid book publishing action plan, structure their ideas, identify their target audience, and build a brand into a book.

Instructor: Shaded Q. Eleazer (Managed Path Solutions)

Creating a Personalized Digital Marketing Brand

Discover the world of Social Media Marketing in this interactive, hands-on digital media marketing workshop. Parents and kidpreneurs will learn how to market their brand by creatively utilizing search engine optimization, social media marketing, video marketing, content marketing methods and more.

Instructor: Jamie Buck (Search Crush SEO)

Envisioning Your Dreams (Developing a Vision Board)

A picture is worth a thousand words. Creating a vision board of images and words designed to inspire young entrepreneur's imagination, participants will create an inspirational road map that vividly displays their personal and entrepreneurial goals. The objective of the workshop is to enhance kidpreneur's self-esteem and vision.

Instructors: Marcus Nicks (Howard County Public School System/ Black Student Achievement Program)

Fashion Show Rehearsals:

In preparation for Le'Chic's June 4th "Biz Kidz "Dress for Success" Fashion Show, models will rehearse and coordinate their runway fashion show. Young CEOs will also learn techniques for creating a professional image and making a great first impression.

Fashion Show Coordinator: Parris Muse

Model Coach: Marla Fowlkes

Make Up Artist: Felicia Vice

**Outdoor Market Day, Shark Tank Competition,
“Dress For Success” Fashion Show & Award Reception**

Sunday, June 4, 2017

11:00AM

Agenda:

Biz Kidz Outdoor Marketplace

Young CEOs are invited to sell their creative products and services. Friends, family and the community are invited to come out for a fun filled day of activities.

Organizations, businesses and groups catering to children are also welcome to register as vendors.

Shark Tank Competition

Kidpreneurs may pitch their business ideas and compete in a Shark Tank Competition to win cash awards and prizes.

Panel of Judges:

Councilman Calvin Ball (Howard County Council)

Mary Schiller (Howard County Public School System)

Tracy Tuner (Howard County Economic Dev. Authority)

Reception & Award Ceremony

Guest MC: Megan Knight (WMAR-TV)

Family, friends, and other special guests are invited attend Le’Chic Academy Foundation’s Young Entrepreneur’s Reception & Award Ceremony.

“Dress for Success” Fashion Show: *Poise, Power and Persuasion*

Fashion Show Commentator: Ava Joy Burnett (WJZ-TV)

Young entrepreneurs rock the runway with the latest professional business attire and demonstrate with confidence how to make a good first impression.

Award Ceremony Closing Remarks

Dr. Marlene Jackson and Ashley Jackson

Workshop/Market Day Exhibits/Award Reception
& “Dress for Success” Fashion Show

\$35.00

Outdoor Market Day Exhibiting and/or Fashion Show Participation
(Tables & Table Cloths Not Included)

\$25.00

Award Reception/Fashion Show Guest Admission
(Kids 5 and under - Admitted FREE)

\$10.00

Workshop/Market Day Exhibits Only

\$10.00

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