



LEMONADE

# SERVING THE REGION

US is committed to putting the best in front of the boys at every turn. Highly skilled and unequalled in their passion for teaching boys well, our faculty inspires students to foster a sense of curiosity and wonder.

This commitment to inspiring faculty and educational opportunity is demonstrated through University School's Young Entrepreneur Institute and its director, Greg Malkin, who was recently honored with the Entrepreneurship Educator Award, a national award that recognizes educators who teach entrepreneurship in creative and effective ways. The award was presented by the National Federation of Independent Business Young Entrepreneur Foundation, and includes a \$5,000 grant for educational resources.

Malkin joined US in 2005 and oversees entrepreneurship programs at US through the Young Entrepreneur Institute, an organization Malkin started at US that has since expanded throughout the region.

A serial entrepreneur himself for more than 30 years, Malkin believes that future generations' success rests with experiencing entrepreneurship early in life. He believes that entrepreneurship education can make subjects such as math and writing more relevant to students. The intangibles necessary to become a successful entrepreneur – perseverance, hard work, managing adversity, overcoming failure, problem solving – directly mirror characteristics necessary for success in life.

**LEFT:** Greg Malkin, director of the Young Entrepreneur Institute

**RIGHT:** In November, more than 200 teachers attended Enspire 2016 which featured national speakers, teen panels, workshops and an entrepreneur marketplace.





Since its founding, several hundred US students have participated in one or more Young Entrepreneur Institute programs. Activities at the high school level include independent projects, business and entrepreneur classes, summer apprenticeships, student businesses, and business plan competitions. Activities for younger students include an entrepreneur club, summer camp programs, lemonade day, and one of the most popular experiences -- the stock market competition.

On receiving the award Malkin said, "This award honors not only me but the outstanding work of our entire team at Young Entrepreneur Institute. We are passionate about our mission -- every child should understand and experience entrepreneurship. I am thrilled to be recognized by NFIB for the impact we are having on the schools, teachers, and kids in Northeast Ohio."

With the support of University School, community foundations and organizations, the Young Entrepreneur Institute expanded beyond University School and has partnerships with more than 100 schools and organizations throughout the region providing thousands of children with access to entrepreneurial education and experience. Programs include Lemonade Day Northeast Ohio, Teen Pitch Tank, and Young Entrepreneur Market.

Each year, Malkin and his team partner with the Burton D. Morgan Foundation to host a two-day conference for entrepreneur educators. In November, more than 200 teachers attended Enspire 2016 which featured national speakers, teen panels, workshops and an entrepreneur marketplace.

Malkin was also recognized as a finalist in the Ernst and Young Cleveland Entrepreneur of the Year Awards in 2016 for his work at Young Entrepreneur Institute.

**TOP LEFT:**

At the annual Enspire conference, school-age panelists address teachers about their experiences and perspectives as successful entrepreneurs: Felipe Gomez del Campo, FGC Plasma Solutions; Zandra Cunningham, Zandra Beauty; Jack Bonneau, Jack's Marketplaces & Stands; and Cory Nieves, Mr. Cory's Cookies.

**TOP RIGHT:**

US's Young Entrepreneur Institute directs all activities for Lemonade Day in Northeast Ohio and works with schools, organizations and individuals, impacting nearly 3,000 students annually.

**BELOW:**

Entrepreneur Daymond John, of ABC's hit show Shark Tank, congratulates a 2015 Teen Pitch Tank winner. Teen Pitch Tank is a contest open to Northeast Ohio high school students who present their business plans by submitting a video pitch.





The University School Young Entrepreneur Institute team includes Jesse Jones, Wendy Wercion, Mary Schoen, Meg Bell, Reka Barabas, and Ilene Frankel.



**LEFT:**  
US hosts a day-long event which brings together over 1,000 middle and high school students from across Northeast Ohio. Last spring Andrew Yang, founder and CEO of Venture for America, spoke to students in the daytime, and to the general public at night.

**BELOW:**  
A Young Entrepreneur Market, where student entrepreneurs sell their creations, is held in conjunction with the public evening program at the Celebration of Youth Entrepreneurship every spring.

