

Beachwood High School hosts another successful Entrovation

By SUE REID

Beachwood High School was bursting with creativity, as nearly 200 business exhibitors showed their stuff at EntrovationCLE, the largest business fair in Northeast Ohio for entrepreneurs.

Hosted by Beachwood High School's Junior Achievement Marketing Class, the event provides exposure to both established and start-up businesses to get exposure to the more than 5,000 attendees.

The day-long showcase, free and open to the public, featured food trucks, a variety of demonstrations and the sharing of out-of-the box ideas with the consumers and crowds in attendance. There were also raffles, and the family-friendly event included the Young Entrepreneur Market.

In partnership with University School's Young Entrepreneur Institute and sponsored by the Burton D. Morgan Foundation, the Young Entrepreneur Market featured 50 Northeast Ohio middle school, high school and college entrepreneurs along with their products and businesses.

There were entrepreneurs of all ages on hand, including twin brothers Charles and Eric Pohl, 12, whose Cheric Dolls (named for the combination of their names) were colorful and delightful. The boys, who had a video playing of them constructing the dolls, explained they make the perfect gift. Made out of donated fabric, they take an hour and 15 minutes to make, the brothers explained. Portions of the proceeds go to charity. The boys became entrepreneurs back in the third grade at Campus International, where they attend school.

Clothes Mentor was also on hand, promoting a variety of brand-name clothing. The resale store for women boasts the top name brands as well as designer handbags.

Exhibitors and others who took part in EntrovationCLE were encouraged to create exciting displays that showcase their innovative products and services and promote them through social media and other marketing tools prior to the Entrovation event.

Created by the Beachwood High School Marketing Education/Junior Achievement class, Entrovation replaces, and builds upon the previous success of the Green Dream Eco-Friendly Showcase, which was recognized as Ohio's largest eco-friendly showcase. Through strategic



Photograph by Sue Reid

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school-business partnerships and with the proceeds from Entrovation, the students will build an innovative classroom and school-based enterprise. The students operate the class as a business and are recognized as the "World's Most Successful Junior Achievement Company."

Schools that are part of Entrovation include Beachwood, Solon, Brush, Chagrin Falls, West Geauga, Aurora, Orange and Mayfield.

A portion of the proceeds from EntrovationCLE benefits Youth Outdoors through the Cleveland Metroparks.

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The advertisement features a dark background with white and teal text. At the top, a list of services is provided: WINDOW TREATMENTS, FURNITURE, LIGHTING, WALL, FLOOR & BED COVERINGS, CLOSET SYSTEMS, MODULAR STORAGE SOLUTIONS, and ACCESSORIES. Below this, the slogan "LET'S PUT SOME wow INTO YOUR LIFESTYLE" is displayed, with "wow" in a large, white, cursive font. At the bottom, there is a photograph of a modern interior space with teal walls, a large abstract painting, and a window with blinds.