



Press Release: **FOR IMMEDIATE RELEASE**

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Orrin Hudson To Address CBCCF Youth Entrepreneurial Summit

Successful Leaders Share Mechanics of Free Market Strategies during Annual Ron Brown Confab

LOS ANGELES CA – The California Black Chamber of Commerce Foundation (CBCCF) features its popular Youth Entrepreneurial Summit, highlighting young entrepreneurs, Saturday, August 27 at the Sheraton Los Angeles Hotel. The Youth Summit begins at 7:30 am. This is a free event for students ranging in age from 16-25 years old.

CBCCF offers skill-building exercises, including a business plan competition, business terminology, identifying product or service, public speaking, the importance branding, business development and team-building within small working groups.

Orrin Hudson will serve as the keynote speaker at the Youth Entrepreneurial Summit. Orrin "Checkmate" Hudson, author of "One Move at a Time," founded his non-profit organization Be Someone Inc to help at risk-youth make better life decisions using a very unusual tool; a chessboard. In 2001, Hudson learned of an incident in which seven New York Wendy's employees were shot, five of whom died – for a mere \$2,400. This tragic incident inspired Hudson to quit his job and use his life savings to start Be Someone. By 2017, Be Someone hopes to have made a difference in close to one million young adult's lives.

Hudson is committed to saving young lives by providing the tools needed to be successful. The GET IN THE GAME Concept develops Critical Thinking Skills and Motivation. His work has been featured nationally on Good Morning America,



CNN, FOX and Friends, CBS Early Morning, USA Today, People Magazine, Essence Magazine, Sports Illustrated to name a few.

The Summit provides a springboard to developing the next generation of entrepreneurs and future community leaders. Summit strategists, including successful adult entrepreneurs promote business ownership as a means to building wealth and starting early with youth to develop critical thinking in the process of starting and growing business.

CBCCF recognizes nearly 80 percent of would-be entrepreneurs in the United States are between the ages of 18 and 34, however, youth rarely receive any information about entrepreneurship as an option. The Youth Entrepreneur Summit prepares youth to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers by immersing them in real life learning experiences where they can take risks, manage the results, and learn from the outcomes.

A past Chamber youth summit featured legendary Basketball star and successful business owner Earvin “Magic” Johnson. He enlightened the young leaders with a few kernels of wisdom including a lively discussion about passion before profit, understanding the customer, and developing an exit strategy.

The Youth Summit reinforces entrepreneurship as an employment strategy that can lead to economic self-sufficiency.

In addition, the Youth Entrepreneurship Summit teaches organizational skills, including time management, leadership development and interpersonal skills.

Ongoing research commissioned by the National Foundation for Teaching Entrepreneurship to evaluate the effectiveness and impact of its programs found that when youth participated in entrepreneurship programs:

- interest in attending college increased 32 percent
- occupational aspirations increased 44 percent
- independent reading increased 4 percent
- leadership behavior increased 8.5 percent
- belief that attaining one's goals is within one's control (locus of control) increased



The Youth Entrepreneur Summit is a component of the Annual Ron Brown Business and Economic Summit organized for three days, August 25-27, at the Sheraton Hotel in Los Angeles. Every year, the Ron Brown Summit hosts small businesses, government agencies and industry partners in an effort to build relationships and encourage partnerships. The Summit assists small businesses in developing contract opportunities throughout the State of California. The event opens with a Women's Symposium, closes with an Awards Gala honoring leaders in government and the small business of the year. A multitude of workshops providing leadership skills and business development strategy occurs throughout the three day summit.

For more information about the Ron Brown Business and Economic Summit, visit www.calbcc.org or call (916) 463-0178.

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For more details about Orrin Hudson, visit www.BeSomeone.org