

Nsoromma * Business * Journal

“Business news for the benefit of the community — UJAMAA in Action!”

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Nataki Yejide

Esi Madge Willis

Nsoromma Youth Open Their Own Businesses!

Students from the metro Atlanta area spent three weeks planning, designing, and developing their entrepreneurial skills and knowledge at Nsoromma's 2008 Youth Entrepreneurship & Leadership Summer Camp.

Taught by entrepreneurs, one of whom began her first business at the age of 8, the students visited and interviewed local business owners, did a “community needs” assessment, and discussed priorities for building the sustainability of communities for people of African descent. They also learned capoeira, a form of self-defense from Angola that is also widely practiced in Brazil, and Twi, the language of the Akan people from Ghana.

At the Business Showcase, held at the end of the camp, the youth presented their businesses to parents, invited guests, community members, and the Nsoromma School, Inc. Board of Directors.

Some of the students already have customers and have opened their businesses. Others are planning for grand openings very soon.

“I've been thoroughly impressed by how these young entrepreneurs have been able to grasp and implement business concepts that some of their adult counterparts still struggle with,” states Nataki Yejide, owner of Nu Business Solutions and one of the teachers.

Along with the busi-

ness activities, lessons in writing, reading comprehension, and mathematics have enhanced the young entrepreneurs' skills.

Dr. Esi Madge Willis, director of Nsoromma School, laughs as she recalls one of the math classes she taught this summer. At the end of the 80 minute session, the students were working on “word problems” involving fractions and percents. When they were told that it was time to go, the students cried, “Nooooo. Can we finish these problems for homework?”

Can you believe it?! Ten through 14-year olds requesting math homework in the summer? That's the type of enthusiasm for learning that we need to spread throughout!

Business Profiles

Beginning on page two, you will see business profiles written by the youth after they interviewed each other about their businesses.

The students ranged in age from nine through

fourteen. Some are home schooled, some attend public school, and some attend private school.

All had an amazingly consistent interest in business and developing their talents.

Enjoy the profiles!



Heru at large: Can he fix your yard?

By Ashanti Jabri

Heru Campbell was born on December 27, 1996 in Queens, NY. His hobbies include: rock climbing, reading, and watching T.V. He became an entrepreneur with the intention of being independent and successful.

Heru Campbell does landscaping, rakes leaves, plants flowers, waters them, and well, basically just makes your yard look good.

He charges about \$30 a yard, and expects to make about \$60 a week. He's very honest, reliable, polite, and he does a good job.

When asked what makes his business different from his competition, he replied, "Well, I only use natural ingredients to make my flowers grow and bloom beautifully. And abso-

lutely no pesticides."

Heru also offers every flower type and pattern that you can think of. So let me ask you something, would you have him fix your yard?

"No matter how bad your yard looks I can improve it!"



Maya's Creations

By Ron Sanders

There's a new place in town selling jewelry and decorative pillows at the best price there is. She makes it as unique as it gets.

Ever since she was eight she has been dreaming of selling her wonderful crafts. This young



entrepreneur is looking for anyone that needs to put a little sparkle on those boring pillows

you have lying around. She is traveling everywhere passing out flyers. She wants to make sure you come to her for your decorative needs.

If you want something unique go to Maya's Creations.

T-Shirts on Deck!

By Heru Campbell



Ashanti sells customized t-shirts. He sells t-shirts because, "People love t-shirts," he says. His target market is teenagers and adults. His competitor is Stonecrest Mall. He says, "People

should buy my shirts because you won't find anything like mine."

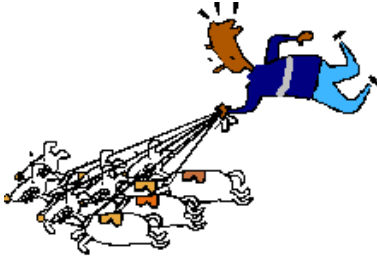
His t-shirts only cost \$25 because he is just starting his business. Ashanti's T-shirts are the best shirts you can get for \$25 because everything is his idea. His t-shirts are comfortable and

good looking with cartoon characters like Naruto, Avatar, and famous rappers like Lil Wayne and much more. So get a t-shirt from Ashanti's or call today at 678-531-9521.

Quadre's Dog Walking Business

By Fulani Jabri

Quadre started his dog walking business when his dad said he needed to pull his own weight and earn his own money. Since he already loved dogs it made it easier.



Quadre's dog walking business keeps a list so he knows what and whose dog to walk. Each dog is \$5 an hour with a "no bad dog policy." He is very determined in what he does and loves it.

Quadre says, "Find what you love, do it and don't give up." Quadre is a great person to leave your dog with, and is always kind to dogs. If you would consider contacting him, trust

me you won't regret it.

If you'd like a dog walker/sitter contact Quadre at (qbennett@gmail.com). Quadre gives

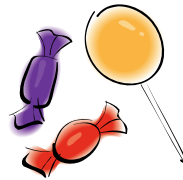
"Satisfaction guaranteed —leave your dog in the hands of me."

Ron's Candy Delivery: Now open for taste!

By Maya D. Glass

There's a new candy shop in town, ladies and gentlemen! Ron Sanders, founder and owner of Ron's Candy Delivery, is now one of the best candy sellers in the world!

"My dream is to be able to sell candy all over the community." Ron said. But he's going to



have a real competition with other candy sellers such as gas stations, corner stores and dollar stores. His prices are very low and cheaper than other sell-

ers. His delivery service is spectacular.

If you feel like eating something sweet, remember Ron's Candy Delivery is here to sweep you off your feet. It's also located right here in Atlanta.

Search for him on the Internet. Ron's Candy Delivery is in service!

Young Entrepreneur Has Big Dreams

By Quadre Bennett

Just a few days ago, I interviewed a young entrepreneur hoping to break into the jewelry business. 12-year-old Fulani Jabri is young and business savvy with his business, Lani Jewel Biz.

This dog tag necklace and bead-making business has only a few competitors like jewelry stores in malls, and some of the more high-class jewelry shops like Jared, Kay, and Lennox and Co.

Jabri says he hopes people see the uniqueness of his products, which are "the time and effort to buy and make the products and the stylish and affordable prices". People want them because they match with every color and a lot of young buyers in the black community are rushing to malls to buy them.

He also hopes to get employees about a month after opening and

will sell the jewelry on corners and in malls in Lithonia and Panola, Georgia. His advice for future entrepreneurs is "location, location, location".

If you are looking for quality dog tags, necklaces, and beads at low, stylish prices, then come to him at jabri-boyz@yahoo.com.



NYE Graduates Mentor New Entrepreneurs

Nsoromma School graduates, who were also founding members of the Nsoromma Youth Entrepreneurs (NYE), a club that started at the Nsoromma School in 2004, have returned to mentor the entrepreneurs-to-be in the summer 2008 camp.

Marcus Omar Phelps and Jehuti Willis, 2006 Nsoromma graduates and currently rising 11th graders at Southwest Atlanta Christian Academy and Westlake HS respectively, have had several years of experience as entrepreneurs. Marcus has been involved in SWAYBO (South West Atlanta Youth Business Organization) for over six years and has had his own baked goods business.

Jehuti has had a lawn care business, *Lawn Care Engineers*, for three years and has already trained and employed five other youth in proper grass cutting and edging practices. Both young men are working this summer as camp assistants.

This summer, Marcus has been assisting the teachers in class. He provided the students with additional individual attention as they thought through and planned their business plans and presentations.

Jehuti has become well-versed in *CashFlow*, a game that teaches financial literacy, risk analysis, investing, and a

perspective of becoming financially independent. He has been teaching the students to play the game and offers insights that he has learned about making financial decisions.

“They are learning the vocabulary and concepts very quickly. They just need to learn when it’s OK to take a risk and when to be cautious about it,” advises Jehuti.

Marcus agrees. “Once they started working on what they’re best at, it became easier. For me, it’s just good to help out younger people who are going through what I’ve already done.”



*We are building and developing
strong leaders
with a sense of excellence,
purpose, and commitment
to themselves, their families,
and their community!*

"Ujamaa in Action!"

In September, check our website for information on the Fall 2008 Saturday Entrepreneurship & Leadership Program!

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