



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Celebrate Youth Entrepreneurship on Thursday, January 26 Youth Entrepreneurship Program (YEP) Invites OC Young Entrepreneurs to YEP 2.0 Networking Event: "Your Business Makeover 2012"

(Santa Ana)—Entrepreneurship is on the rise. With Orange County’s unemployment rate at 7.8 percent and jobs still hard to come by, it’s no wonder that so many young people are launching their own businesses.

To help young entrepreneurs ages 18 to 27 succeed, the Youth Entrepreneurship Program (YEP), an economic development program of Rancho Santiago Community College District, is hosting a YEP 2.0 Networking Event. “Your Business Makeover 2012” is slated for Thursday, January 26 at 6:00 p.m. at 2323 N. Broadway, Room 107, Santa Ana, CA 92706.

“This free event will help aspiring young entrepreneurs get 2012 off on the right foot,” said Maricela Sandoval, YEP coordinator. “They will be inspired by fellow entrepreneurs who have taken their enterprises to the next level and will learn how to propel their businesses to success.”

The event will feature a presentation by serial entrepreneur Oscar Garcia, OG Branding Education founder. He brings with him over 15 years of experience in web development, marketing and software development. At a young age, he helped create a marketing company that reached the Forbes 500 list in its first three years in business. In 1996, he started his own print and design firm. By 1999, he was developing websites for top-rated shows like “The Apprentice” and developing software for well over 100 startups. His extensive passion for marketing and branding allowed him to own a print and design firm that created software and marketing material for Fortune 500 companies like Ford, Verizon and many others. Garcia developed online software for Ford automotive dealerships allowing them to grow by over \$100,000 to \$1 million in 60 days. He has coached many small business owners on how to increase their position on search engines while at the same time building social traffic using well over 100 different sites.

“Your Business Makeover 2012” will also feature:

- Refreshments and appetizers;
- A “pitch it” corner, facilitated by mChron co-founder Neil Jain, where participants will be able to share their entrepreneurial ideas and receive expert feedback;

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- A young entrepreneurs business expo;
- A free photo booth where guests can take photos with friends to take home;
- The presentation of the high school fast pitch contest winners;
- Upcoming opportunities to assist young entrepreneurs in growing their businesses, including the “Entrepreneurial Marketing and Management” seminar on February 10, valued at \$300 to be offered free to qualifying businesses

Registration is free at www.my-yep.org. Educators and business service providers are welcome. For more information, contact the Youth Entrepreneurship Program at (714) 564-5533.

About the Youth Entrepreneurship Program

The Youth Entrepreneurship Program is a program of the Business and Entrepreneurship Center and the Center for International Trade Development, economic development programs of Rancho Santiago Community College District. This grant is made possible by the California Community Colleges Chancellor's Office. For more information, visit www.my-yep.org.

About the Rancho Santiago Community College District

The mission of the Rancho Santiago Community College District (RSCCD) is to respond to the educational needs of an ever-changing community and to provide programs and services that reflect academic excellence. Santa Ana College and Santiago Canyon College are public community colleges of RSCCD, which serve the residents of Anaheim Hills, East Garden Grove, Irvine, Orange, Santa Ana, Tustin and Villa Park. Both colleges provide education for academic transfer and careers, courses for personal and professional development, customized training for business and industry, and programs to train nurses, firefighters and law enforcement personnel.

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