

THE CEDARMORE CORPORATION
Presents

2017 YOUNG ENTREPRENEURS

TRAINING PROGRAM

**Business Plan Presentation &
Awards Ceremony**

Friday, August 11, 2017 • 6:30 – 8:30 p.m.

**Held at
Zion Cathedral COGIC
312 Grand Avenue, Freeport, New York 11520**

Bishop Frank A. White, Chief Executive Officer

THE PROGRAMME

THE CEDARMORE CORPORATION BOARD OF DIRECTORS

Roberta Coward, Chairperson

Officers

Bishop Frank Anthonie White, Chief Executive Officer

Debra Wheat-Williams, Chief Operations Officer

Dexter Hedgepeth, Treasurer

Alan Culbreath, Secretary

Victoria Mondesire, Assistant Secretary

Members

Carol Johnson

Barbara A. Jordan

Dave Mondesire

Mother Lerrell Turner

Dr. Juliet L. White, Director of Education

PROGRAM DIRECTORS

Dr. Juliet L. White

After School Enrichment

Christopher & Dawn Edmund

Big Brothers Basketball

with Readers Become Leaders component

Debra Wheat-Williams

Freeport Farmers Market

Seed-to-Table

Mother Lerrell Turner

Ready, Set, kNOW: Making Right Decisions

LaWanda J. Isreal

Young Entrepreneurs Training Program

THE PROGRAMME

THE PROGRAM FACILITATOR

Leslie Jara, Adelphi University Intern

INVOCATION

Elder Dexter Hedgepeth

THE WELCOME

THE STATEMENT OF PURPOSE

Mrs. Ama Yawson

THE INTRODUCTION OF YETP STAFF

ACKNOWLEDGMENT OF WORKSHOP FACILITATORS

“Entrepreneurship is more art than science”

Entrepreneurship is more art than science. Thanks to the funding awarded to Dr. Rohini B. Ramanathan (YETP faculty member) by the Decentralization Program, a re-grant program of the New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the New York State Legislature and administered by the Huntington Arts Council), we are including music as part of this year’s summer curriculum.

Through music, the students will sharpen aspects such as discipline, goal setting, perseverance, and creativity, which are, also qualities required to succeed as an entrepreneur. Also, this course will train them in aspects of both Indian Classical and Western Classical Music using voice and piano to teach them how by stepping outside their comfort zone they will see the world as one single space where the divisions are mostly artificial and the world belongs to those who know how to break walls and build bridges.

THE PROGRAMME

"YETP SHARK TANK" BUSINESS PLAN COMPETITION

Level 2 FLY GEAR

"Be You"

Sole Proprietor
Za'hir Travers, Chief Executive Officer

CAKES AND TEEZ

"Sweet Inspiration"

Zhanyia McCullough, Chief Executive Officer
Ashyla Cooms-Jones, Chief Operations Officer, Corporate Secretary
Heaven Travers, Chief Financial/Marketing & Sales Officer
Sydney Martial, Sales Associate

Levels 2 & 3 FREEZY BREEZY

"The Chill Spot"

Leilah Moore-Stevens, Chief Executive Officer
Ahsann Moore-Stevens, Chief Operations Officer
Amari Williams, Chief Marketing & Sales Officer

Level 3 THE FREEPORT FARMERS' MARKET

Chandler Williams, Chief Executive Officer
Grace Leader, Chief Operations Officer
Justin Merrill, Chief Financial Officer

THE PROGRAMME

"YETP SHARK TANK" BUSINESS PLAN COMPETITION

----- NEW THIS YEAR -----

Levels 2 & 3 YETP TODDLER EDITION ART BY AMALA & JOSH

Amala Cherylann Isreal, Chief Executive Officer
Wade Joshua Isreal, Chief Operations Officer

Levels 2 & 3 MILESTALES PUBLISHING

C. Jojo Yawson, Chief Executive Officer
Miles Yawson, Chief Operations Officer

Adult Edition Level 4 BY FAITH HOME COUNSELING CENTER, LLC

"Be Whole"
Deborah Wilkerson, Chief Executive Officer

THE PROGRAMME

OUR JUDGES

Shelley Brazely

Nassau County Office of Minority Affairs

Antoinette Burrows

Sweet & Savory

Dr. Renee Charles

CEO, Center for Rapid Recovery

Ryan E. Cooke, CEO

Freeport Princess

Paul Coote

Hitachi

Carlene Dickens, CEO

Swirl Bliss

Melvin Greene, CEO

Tax R Us

Paul Kupetsky, Executive Director

Melaleuca

"The Wellness Company"

www.melaleuca.com

JD Lawrence

Who's Laughing Now Inc., Award-winning playwright

Rev. Seretta McKnight

Sisters In the Struggle

Ivan Sayles

Nawlins

Fatima Rosabell Talbird

Kuumba House (House of Creativity)

Sister Anna Muhammad, Educator,

Roosevelt School District

THE PROGRAMME

THE PRESENTATION OF AWARD CERTIFICATES

THE REMARKS / CLOSING REMARKS



WITH GRATITUDE TO OUR SUPPORTERS

Allstate Foundation

Bank of America

Long Island Community Fund

**Nassau County & Village of Freeport Community
Development Block Grants**

Robert James Agency Allstate Insurance Company

89 Main Street, Suite 2, East Rockaway, NY 11518

Phone (516) 596-2900 • Fax (516) 596-2906

RJames@Allstate.com

Huntington Arts Council



Seek Enterprise, Elaine Kennedy, CEO

Ja'bez Unlimited LLC, Barbara Jordan, CEO

Phyllis Hickmon, Individual Donor



OUR VENDORS

Jonathan Ortiz

CEO, Outer Focus

Belinda Wilson

Jerome Durán

ldezinet.com

Rich Luici

Digital Graphics

Much Gratitude To All Parents And Guardians!

THE PROGRAMME

ABOUT THE CEDARMORE CORPORATION

Established in 1996 by Bishop Frank O. White, The Cedarmore Corporation is a 501 (c) 3 community-based institution located in Freeport, New York that provides comprehensive services to the underserved communities on Long Island. Our evolving platform includes the following annual events and programs:

Annual Events

- *The Youth Empowerment Series* is designed to lead critical conversations as they relate to each of the genders, respectively, through the "Girlz Talk" and "Boyz N2 Men" events. Each day is designed to focus on the real issues and challenges that each group faces and present sound techniques and strategies to address and overcome them. We hold workshops on Self-Esteem, Sexuality & Health Awareness, College Preparation, Financial Literacy, Cyberspace / Bullying Awareness and more. In addition to sessions for the Youth, the series also has workshops and sessions to help parents acquire the tools necessary to understand the issues facing girls and boys as they bridge the gaps between childhood, young adult and finally, adulthood.

Event Dates:

- **"Girlz Talk"** – March, 8:00 am – 4:00 pm, Ages 11-14, 15 -18+ and Adults.
A Day for Mothers, Daughters & Guardians to be empowered together. Location: Hofstra University, Mack Student Center, Uniondale, NY. Registration \$25.
- **"Boyz N2 Men"** - June, 8:00 am – 4:00 pm. A Day of Critical Conversations between Men and Boys"
"Boyz N2 Men" is a day of candid conversations for middle school and high school boys featuring keynotes, interactive workshops and candid conversations on the real issues and challenges that they face. National experts, male role models, athletes and mentors present them with culturally relevant strategies to succeed as they transition from boys into men. Boys ages 9 – 18+. Registration \$25.00

Programs

Served over 10,000 youth and their families throughout Long Island since 1996.

- **1996** – After School Enrichment is launched. After School Enrichment (Literacy) provides educational enrichment to students increasing their competency and self-esteem while promoting academic success with training by certified teachers.
Serves: All school-age students
Program Dates: Tuesdays and Thursdays, 5:00 – 6:30 p.m., during school calendar
Registration Dates: On-going. No cost to students.
Location: Zion Cathedral, 312 Grand Avenue, Freeport, NY
- **1997** – Big Brothers Association is launched - Big Brothers Basketball (Safety, Anti-Gang) promotes healthy living through active play and one-on-one coaching while strengthening families and communities through literacy promotion.
Serves: Ages 4-18
Program Dates: June – August, (Mondays – Thursdays), 4 hours daily.
Registration Dates: April – July
Cost: \$45 per student (Includes full uniform)
Location: Northeast Park, Willow Avenue, Freeport, NY
- **2004** – Young Entrepreneurs Training Program is launched. Young Entrepreneurs Training Program (Financial Literacy, Business & Investment Skills) teaches young people financial literacy and business skills through the filter of entrepreneurship. Participation in business plan competitions. First Place Winners for high school competition at the University of Delaware's 6TH, 7TH and 8TH Annual Hospitality Entrepreneurship Summit. Embarking upon participation in the annual Nassau County Comptroller's Entrepreneurial Challenge. Offers investment skills to students and parents.



THE PROGRAMME

ABOUT THE CEDARMORE CORPORATION

"Winter Business Boot Camp"

Convenes: January – April (1st and 3rd Saturdays, 9:00 a.m. – 1:00 p.m.
(6:00 – 8:00 p.m.)

Serves: Ages 10 - 18

Registration Dates: Ongoing

Cost: \$150 per student

Location: The Cedarmore Corporation, 171 Lakeview Avenue, Freeport, NY

"Summer Business Boot Camp"

Convenes: July – August, 8:00 a.m. – 4:00 p.m.

Serves: Ages 10 – 18

Registration Dates: Ongoing

Cost: \$150 per student

Location: The Cedarmore Corporation, 171 Lakeview Avenue, Freeport, NY

- **2007 – Ready, Set, kNOW: Making Right Decisions Program** was recognized as the first Abstinence Only program designed and funded by the Nassau County's Common Sense for the Common Good Initiative. Program educates and empowers adolescent youth on healthy decision-making as the foundation for successful living inclusive of personal development, self-esteem, goal-setting and the process of relationships.

Program Dates: Last week in June – Third week in July (Mondays-Thursdays), 4 hours daily.

Serves ages 12 – 17

Registration Dates: May 1st to close of first week of program

Cost: \$50 per student

Location: Zion Cathedral, 312 Grand Avenue, Freeport, NY

- **2012 – Freeport Farmers' Market** is launched. Stimulates and revitalizes the economy by providing jobs and training (Nutrition, Youth Employment) for youth ages 14-18, while making available fresh fruits and vegetables to the community.

Serves ages 14 – 18 (With working papers).

Program Dates: July – October (Saturdays) 11:00 a.m. – 4:00 p.m. or until sold out.

Employment Application deadline: June TBD.

Location: Freeport Recreation Center, 130 East Merrick Road (North Parking Lot) Freeport, NY

The "Seed to Table" Community Garden serves as an outdoor learning science and nutrition laboratory, as well as, teaches youth business principles and skills as they are guided through the entrepreneurial process that begins with planning the garden and ends with selling a portion of the produce at the Farmers Market. Program Dates: April – October. **There is no cost to the program.**

- **Farmers Market Season Kick-off** – Held at Freeport's Nautical Mile, selling a wide variety of farm fresh produce, the event will feature activities that will appeal to the entire family. We will have cooking demonstrations, as well as health and nutrition workshops. Physical activities include Basketball clinic, exercise classes, a flash mob dance off and double Dutch competitions between school districts and churches. A planting workshop with Miracle-Gro's grow-ables will be a fun and educational hands on workshop for the younger children. Entertainment will be provided by Radio personality TT Torrez and Hot97's street team.

For more information about the Cedarmore Corporation
visit www.cedarmore.org



THE PROGRAMME

CEDARMORE CONSULTANTS / STAFF

Elaine Kennedy, Ceo

*Seek Enterprises
(516)503-4446*

Bernadette Saunders

*Event Planner
The Kairos Moment Wedding & Event Planners*

Trainers

Rohini Ramanathan

Consultant, Musician & Writer

Simona Ross

Skin Care Specialist, Makeup Artistry & Image

Charles Riley, President

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"Where Leaders Are Made"
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Ceo, Tax R Us

Jonathan Howard

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Gale Cunningham

York College

Ama Yawson

Maureen Grey

THE PROGRAMME

OUR CONSULTANTS / STAFF

Consultants Already entered

Staff

LaWanda Isreal, Esq.

Director

Debra Wheat-Williams

*Associate Director, YETP
Executive Program Director,
Farmers' Market*

Melvin Greene

Director of Investments

Ama Karikari-Yawson, Esq.

Program Manager

Kathy Coote

Program Manager Assistant

Jacqueline Dennis

Program Developer

Maureen Grey

Training & Curriculum Developer

Elaine Kennedy

CEO, Seek Enterprise

Robert James

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LCSW-R, CPC, ELI-MP**
CEO, Center for Rapid Recovery

Bernadette Saunders

*CEO, The Kairos Moment
Event Planner*

Leslie Jara

Interns

Ariana Stewart

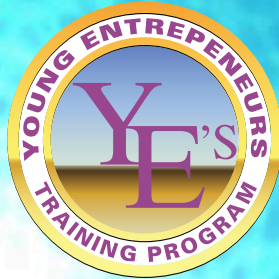
North Carolina A & T



INSPIRATION TO OUR YOUTH

Bishop Earnest Edward Robinson, II

Bishop Earnest Edward Robinson, II Author of Where Is My Father? A book that talks about a Young Man's Journey Towards A Positive Self-Image. Bishop is the husband of Lady Ebony Robinson, who is the love of his life. He is the father of three darling children, Pastor of Long Island breakthrough Center (2006), Bishop of Kingdom Fellowship of International Covenant Churches (2010). President and CEO of E. Edward Robinson Enterprises, Inc., Community Activist, Youth Advocate and Founder of the Boys-2-Men Mentoring Program.



ABOUT THE CEDARMORE CORPORATION

visit www.cedarmore.org

Email: yetp@cedarmorecorporation.org

171 Lakeview Avenue
Freeport, NY 11520