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YOUNG ENTREPRENEURS HEAR FROM LOCAL MARKETING EXPERT

Pembroke Pines, FL March 20, 2016— On Tuesday, March 29th students from the Miramar Pembroke Pines Regional Chamber of Commerce Young Entrepreneurs Academy (YEA!) heard from industry expert Juliana Ruiz, President and Founder of Pembroke Pines based marketing and communications consulting firm, Bright Business Solutions (Bright), on what it takes to promote a start-up business.

Bright was chosen to help students learn about various advertising, marketing, and public relations strategies that are vital to small business success. Students learned how to enhance their company's brand while attracting more customers and generating more sales. Ms. Ruiz also shared her personal entrepreneurial journey as she continues to groom her budding entrepreneurs, her own children, who have launched their own businesses before the age of ten. Additionally, Ms. Ruiz covered the launch, development, execution and sale of her first business, as well as previous business ideas that did not come to fruition as a cautionary tale of knowing when to accept when a business venture is not viable. Through the content presented, YEA! students learned the main challenges entrepreneurs face, and also received tips on the skills and dedication required to keep their businesses running.

YEA! is a groundbreaking program that teaches students how to make a job, not just take a job! In addition to lessons inside the classroom, YEA! introduces students to all types of areas of business through field trips, guest lectures, introducing them to business mentors and community leaders.

By engaging in this hands on approach to learning, students are able to identify with what it takes to market and promote their business and how this holds an important role when starting your own business. It is speakers like these that make YEA! the unique experience that it is and takes experiential learning to a whole new level!

The Young Entrepreneurs Academy (YEA!)

The Young Entrepreneurs Academy (YEA!) is a groundbreaking and exciting year long class that transforms middle and high school students into real, confident entrepreneurs. Throughout the class, students develop business ideas, write business plans, conduct market research, pitch their plans to a panel of investors, and actually launch and run their own real, legal, fully formed companies and social movements. Founded in 2004 at the University of Rochester with support from the Kauffman Foundation, the Young Entrepreneurs Academy today serves thousands of students in communities across America. For more information about the Young Entrepreneurs Academy, please call 585.272.3535 or visit www.yeausa.org

U.S. Chamber of Commerce

The U.S. Chamber of Commerce is the world's largest business federation representing the interests of more than 3 million businesses of all sizes, sectors, and regions, as well as state and local chambers and industry associations.

The Young Entrepreneurs Academy (YEA!) & U.S. Chamber of Commerce Partnership

In 2011, the United States Chamber of Commerce and Campaign for Free Enterprise became a national sponsor and partner of the Young Entrepreneurs Academy to help promote the spirit of enterprise among today's youth and tomorrow's future leaders. Through coordination with its network of local chambers of commerce, the U.S. Chamber has helped communities across the country adopt the YEA! program. Together, the Young Entrepreneurs Academy and the U.S. Chamber of Commerce are celebrating the power and promise of young people in business and encouraging the next greatest generation to make a job, not just take a job.

Bright Business Solutions

Bright Business Solutions is a marketing, communications and business development consulting firm; specializing in helping small businesses grow sustainably, through comprehensive, multidisciplinary solutions.

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Offering a range of services to help businesses succeed in optimizing and executing go-to-market strategies, including: social media management, public relations, brand development, market research, web & graphic design, content development and distribution, management consulting, start-up consulting, and non-profit development.

www.brightbusiness.solutions

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