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Young entrepreneurs bring creativity, independence

Winner and finalists hail from Fort Atkinson, Arrowhead Union, and Eau Claire school districts

MADISON — Wisconsin’s 2014 Young Entrepreneur of the Year, **Carter Drake**, along with the other finalists for the award, demonstrate the creativity and independence that are central to entrepreneurship education.

Drake, an eleventh grader at Fort Atkinson High School, earned top honors for his Dreamscape Landscaping operation, which offers a constantly growing service list from summer landscaping to winter snow removal. The other finalists were: **Larson Seaver**, an eleventh grader from Arrowhead Union High School, who operates Seaver Media; and **Prime Products**, a student venture at DeLong Middle School in Eau Claire.

“The best part about owning my own business is that I’m learning valuable life skills that give me an upper hand in future job opportunities or future career areas,” Drake said.

“Congratulations, Carter Drake, and hats off also to our other award finalists,” State Superintendent Tony Evers said. “Students around Wisconsin can become more college and career ready by learning the skills these young entrepreneurs have acquired: skills like assuming responsibility, thinking creatively and independently.”

The 2014 Young Entrepreneur award, sponsored by Ernst & Young and co-presented by the Department of Public Instruction and Junior Achievement of Wisconsin, recognizes an individual between the ages of 8 and 18 who has turned a business idea into reality by applying the entrepreneurial spirit and demonstrating the knowledge and skills to operate a business enterprise.

“Along with Ernst & Young and DPI, Junior Achievement of Wisconsin is thrilled to honor Carter Drake as this year’s Young Entrepreneur of the Year”, said Tim Greinert, President, Junior Achievement of Wisconsin. “Carter not only represents excellence in entrepreneurship, but he is a role model to all young people looking to start their own business.”

Drake’s inspiration came from working in the yard with his father along with a dream to start his own business. At the age of 15, he had the opportunity to provide his first business quote to a local woman who needed lawn care services. After word got out that he was providing excellent service, Drake started receiving numerous

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calls from all over town – that one first client allowed him to become a young entrepreneur. His success story is profiled in his application video at <http://www.youtube.com/watch?v=IBxUScWR-NA>.

Drake will be recognized at the Wisconsin Business Hall of Fame on April 10th at The Pfister Hotel.

Larson Seaver's company produces commercials, graduation videos, and other media. "I take my business very seriously and I'm very professional when working with customers," he says. More information is available at <http://www.youtube.com/watch?v=bEZOafaPR5Q>.

Students in the Prime Products program design ceramic pieces after school and on the weekends with all proceeds donated back to the community. Prime Products began in 2000 with a \$50 grant to educate students who wanted to learn about art and business. In their first year of business, they turned this into nearly \$4,000 in community donations. More information is available at <http://www.youtube.com/watch?v=47yXkHERnMQ>.

In the vision promoted by the DPI, entrepreneurship education is more than teaching students how to become independent business owners. It is about creating and nurturing a learning environment that promotes entrepreneurial traits and behaviors, which can be useful in owning one's own business but also in many other situations. These behaviors include becoming creative and independent thinkers, assuming responsibility, and valuing diversity. These skills should be reinforced from pre-kindergarten through high school, across the curriculum.

Junior Achievement (JA) of Wisconsin is dedicated to helping today's students learn from and be inspired by business people and entrepreneurs. Through JA programs like *JA Be Entrepreneurial*, volunteer business owners are introducing thousands of Wisconsin students to the essential components of a practical business plan, and challenged to start an entrepreneurial venture while still in high school.

Ernst & Young is a global leader in assurance, tax, transaction, and advisory services, with Wisconsin offices in Milwaukee.

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NOTES: This news release is available electronically at http://news.dpi.wi.gov/files/eis/pdf/dpinr2014_49.pdf .

More about entrepreneurship education in Wisconsin can be found at <http://entre.dpi.wi.gov>. Junior Achievement of Wisconsin is online at <http://wisconsin.ja.org>. Ernst and Young can be found at <http://www.ey.com>.