

This project introduces HS Junior students from the LBUSD to the Free Enterprise system. This year's camp will be held April 1 thru the 3rd. Students are divided into teams of 6 and assigned 2 Rotarian counselors (volunteers) with business experiences and backgrounds. The teams travel by bus to Camp Oaks in Big Bear City, CA on day one and select a (startup) business model to develop. These teams and the Rotarians work over the next 2 days to develop and define their business and market approach from all aspects. Included in the camp experience are exercises to build teamwork, collaboration and confidence. On the final day the teams present their plans to a group of Rotarians and the best team is recognized.

The creativity and business savvy demonstrated in these projects is truly impressive. Last year's businesses included a "hoodie" that adjusted to external temperature and body temp to keep the wearer perfectly comfortable, a technology driven desk to aid both the teacher and the student in the class room, and an environmentally friendly, cruelty free personal hygiene 6-in-1 product for the "athlete in all of us. The winning team created "Custom Eyez", which are interchangeable prescription lenses for a set of three frames to meet your professional, playful, and stylish needs. We see the direct benefits of the Camp Enterprise experience when the members of the Youth Mentoring Committee judge business contests that include Camp E grads; they consistently outperform their peers. Last year we started an internship program, successfully placing 5 Camp E graduates with local businesses matching the student's areas of career interest. The feedback to date has been outstanding.

The funds are needed for transportation and the cost of camp, (lodging and meals).