

Show Me 4-H Wares 2019



Summary by:
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August 2019
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Program Goals

- Youth gain practical business experience selling items they have made at a commercial sales booth at the Missouri State Fair
- Youth make connections between 4-H project skills they have learned and producing things that other people value
- Youth practice social skills through preparing a sales pitch and interacting with customers
- Youth discover knowledge about themselves that reinforces entrepreneurial risk-taking
- Youth earn money for themselves (or for their 4-H club or charitable cause) in a positive, supportive environment

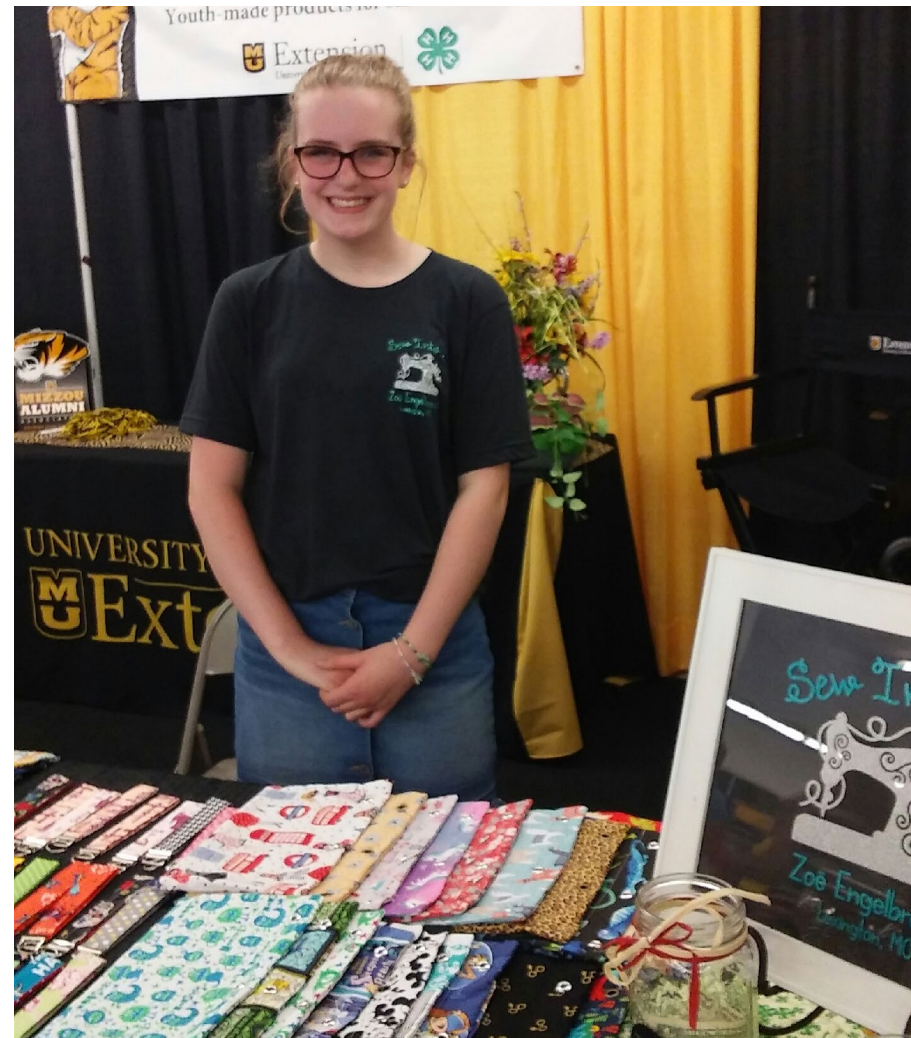
***SHOW ME 4-H WARES
AT THE MISSOURI
STATE FAIR***

AUGUST 8-18, 2019

Avonlea Bergthold, Liam Bergthold, Kalaa Clark, and Kinzee Clark
Webster County 4-H
4-H Greens
Biz Team – Senior Level



Zoe Engelbrecht
Lafayette County 4-H
Sew Into It!
Biz Individual – Intermediate Level



Delainey Guardiola-Ellis
Christian County 4-H
Looksiart
Biz Individual – Intermediate Level



Liam Henness
Boone County 4-H
Feline Fun Cat Toys
Biz Individual – Intermediate Level



Levi Johnson
Grundy County 4-H
Levi's Lures
Biz Individual – Intermediate Level



Tori Jones
Livingston County 4-H
Tori's Custom Paracord
Biz Individual – Intermediate Level



Salma Kamal
Platte County 4-H
Fresh
Biz Individual – Intermediate Level



Biz Individual – Senior Level



**Marissa Roberts
Clay County 4-H
M's Art Loft
Biz Individual – Intermediate Level**



Natalie Tull
Macon County 4-H
Claire's Creations
Biz Individual – Intermediate Level



4-Hers Helping 4-Hers

- Established in 2015, the 4-Hers Helping 4-Hers Fund was established to provide scholarships for less fortunate members to attend state events.
- The Missouri State 4-H Council has made it their goal to raise the \$20,000 needed to endow the fund by the 2020 State 4-H Congress
- T-Shirts were sold during two days of 4-H Show Me Wares, raising a total of \$147.00 for the 4-Hers Helping 4-Hers Fund.



Project and Life Skills

- **The most important thing youth say they gained from participating in Show Me 4-H Wares is...**
 - “Public speaking”
 - “New sales skills”
 - “Entrepreneurship and better social skills”
 - “Selling experience”
 - “To make connections to other people who buy my wares”
 - “Improved people skills”
 - “Experience in working with people. I bettered my skills in being a business”
 - “Communication”

Outcomes

Goal-setting

- 85% “mostly” or “very much” identified with having a plan for reaching their goals.
- 77% indicated they “mostly” or “very much” agreed with the statement they set goals for themselves.

Persistence

- 80% “very much” or “mostly” identified with having persistence to attain goals they set for themselves

Confidence and Self-esteem

- 100% either “agreed” or “strongly agreed” with measures of personal confidence and positive self-esteem

Teamwork and Communication

- 95% identified consistent use of skills including customizing their message, ensuring others understand, and positively resolving differences

Goals and Aspirations

As a result of youth participating in Show Me 4-H Wares...

- 92% increased confidence in starting conversations, talking to people.
- 92% achieved a goal set for themselves and their business.
- 54% are interested in contests and events for young entrepreneurs.
- 54% want to develop a business plan for their business.
- 92% plan to continue selling at school, in their community, or online.

Results

- 13 youth sold as exhibitors at the State Fair over 5 days, collectively earning over \$1,200.00 for their 4-H projects.
- Youth interacted with hundreds of prospective buyers, distributed literature, provided customer service, and handled all point-of-sale transactions independently.
- Findings indicate Show Me 4-H Wares as a program boosts youth confidence and strengthens skills for career readiness and workforce development.
- Program experiences hit the bullseye of what nationally surveyed teens say they need to reach their full leadership potential (National 4-H Youth Leadership Survey, 2016).

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