

Show Me 4-H Wares 2018



Missouri 4-H : Growing the Next Generation of Entrepreneurs

Summary by: Steve Hennes, Emily Blaue, and Maria Calvert
University of Missouri Extension 4-H Center for Youth Development

August 2018

<http://4h.missouri.edu/programs/entrepreneur/>

Facebook: Cloverpreneurs

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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 9-19, 2018

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



Kaitlyn Aulgur
Saline County 4-H
Chichory Lane Soaps & Salves
Individual – Senior Level



Anderson Rogers
Mercer County 4-H
Anderson's Wood Products
Individual – Senior Level



Salma Kamal
Platte County 4-H
SOS Soaps
Individual – Intermediate Level



Delaney Young
Buchanan County 4-H
Astral Secrets
Individual – Senior Level



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



Isabelle Brewer, Rachel Grubbs & Sydney Merryman
Scott County 4-H Junior Leaders
Scrabble Tile Wall Art
Biz Team – Senior Level



Kate Rogers
Mercer County 4-H
Kate Rogers Art
Individual – Intermediate Level



Levi Reese
St. Francois County 4-H
Levi's Bee Yard
Individual – Senior Level



Elizabeth & Natalie Tull
Macon County 4-H
Home Grown Exotica
Individual – Senior Level



Madison Hoffman
Cass County 4-H
Handmade Creations by Maddie
Individual – Senior Level



Ethan Unruh
Lafayette County 4-H
The Unruly Artisan
Individual – Intermediate Level



Justin Luster
Cooper County 4-H
The Art Connection
Individual – Senior Level



Evan Finkeldei
Saline County 4-H
Let's Talk Coffee
Individual – Intermediate



Emmett Finkeldei
Saline County 4-H
EF Designs
Individual – Intermediate



Danel Reese
St. François County 4-H
Danel's Joy
Individual – Senior Level



Ashlyn Igo
Saline County 4-H
Leather Jewelry Designs by Salt Fork Spurs
Individual – Intermediate Level



Project and Life Skills

- **The most important thing youth say they gained from participating in Show Me 4-H Wares is...**
 - “Sharing my project”
 - “Better communication skills”
 - “A business man attitude and appreciation for my skills”
 - “To learn to talk to people”
 - “Better communication with people I have first met”
 - “How I can better expand my project”
 - “Entrepreneurship experience”
 - “Customer interaction”
 - “Business skills”
 - “Experience in the business world”
 - “To be confident”
 - “Experience communicating with others and talking about my products”
 - “Talking to people”
 - “Marketing skills”

Outcomes

Goal-setting

- 82% “agreed” or “strongly agreed” they have a plan for reaching their goals.
- 65% indicated they “always” set goals for themselves.

Persistence

- 94% “very much” or “mostly” identified with having persistence to attain goals they set for themselves

Confidence and Self-esteem

- 88% either “agreed” or “strongly agreed” with measures of personal confidence and positive self-esteem

Teamwork and Communication

- 47% identified consistent use of skills including customizing their message, ensuring others understand, and positively resolving differences

Goals and Aspirations

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

- 94% increased confidence in starting conversations, talking to people.
- 88% achieved a goal set for themselves and their business.
- 88% are interested in contests and events for young entrepreneurs.
- 76% want to develop a business plan for their business.
- 41% want to find a counselor or mentor to help grow their business.
- 100% plan to continue selling at school, in their community, or online.

Results

- 20 youth sold as exhibitors at the State Fair over 7 days, collectively earning over \$2,000.00 for their 4-H projects.
- Youth interacted with thousands 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 essential for success in the workforce.
- 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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