

**B**erea College students learn to see entrepreneurship in a new way through Entrepreneurship for the Public Good, a two-summer program in which 20 students explore ways to improve the economic landscape in Appalachia.

EPG bridges several curricular areas and shows students the value of enterprises that create public benefits. The program acknowledges that a broad spectrum of entrepreneurial business ventures, both for-profit and nonprofit, are critical to the future of Appalachia.

**E**sther White, a Berea sophomore and mother of six, is a 2004-05 EPG Fellow who collaborated with a team of EPG students during the 2004 Summer Institute to create an addition to the Estill County, Kentucky, Web site. The group visited seven interesting places in Estill County that were off the beaten path, took photographs, and interviewed business owners. They developed a theme using Robert Frost's poem "The Road Less Traveled" and created a page for each of the sites that contained photos and descriptive text following the theme. The project created an advertising means for Estill County, and the local community members got to know one another better.



Esther White

*"One of the most difficult things I have experienced is to sit back and allow one of my children to make 'bad' choices and suffer the consequences. A community is similar. You have to love your mission and deeply respect the people you serve. You have to offer an environment of education, consciousness, support, and, sometimes, therapy and rehabilitation. You have to make it okay to explore options and make mistakes. ... This is the role of a family. This is also the role of a servant leader."*



Jamal Williams

**J**amal Williams, a junior from Conyers, Georgia, was a member of an EPG team that planned a summer drug-free bash in Owsley County, Kentucky. The team met with Owsley community leaders to share ideas and develop a budget. They also found a venue, booked bands, planned activities, and publicized the event. When the late summer evening rolled around, the EPG team had to oversee admission, troubleshoot issues with the entertainment, distribute drug-free literature, and engage with the local teenagers who attended. In the process they learned about developing budgets and adjusting when budgets fall short, practicing diplomacy in dealing with community partners, and understanding racial attitudes in rural areas.

*"I grew up in downtown Atlanta, but at night I am more afraid of any rural area than I would be walking in Atlanta with a million dollars cash in my pocket. My community partner's sense of humor and support eased my fears about being in the rural south after dark. ... I want to educate people about my experiences, about race, so maybe tensions can be eased."*

Jamal and Esther, second and third from right, participate in an EPG team-building activity during the 2004 Summer Institute. The 2004-05 EPG Fellows range in age from 19 to 56 and come from as close as Berea and as far away as Guinea, West Africa. They are pursuing degrees in fields ranging from business to biology to theater.



## What is EPG?

**T**hrough Entrepreneurship for the Public Good, students learn how small businesses and nonprofit agencies employ socially and environmentally responsible practices to provide jobs and build healthy communities. The goal is for students to:

- Understand what entrepreneurship for the public good means;
- Develop entrepreneurial and leadership skills;
- Engage in meaningful work;
- Create value for small businesses and nonprofits in the region; and
- Explore career options.

### First Summer

Students spend eight weeks attending daily classes and taking several overnight trips to Appalachian communities.

### Second Summer

Students work in 10-week internships with for-profit or nonprofit businesses.

### Academic Year

EPG hosts campus-wide events, including workshops and lectures, that explore connections between entrepreneurship, leadership, and the public good. These topics are also integrated into other coursework.

## Your gifts at work

Your gift to EPG helps to fund the following costs:

\$2,500: Student stipend for Summer Institute

\$2,800: Student stipend for Entrepreneurial Internship

\$7,000: Guest lecture fees

\$10,000: Travel for students and staff during the Summer Institute

\$60,000: Endowment for one EPG internship