

Business for Breakfast

A benefit for Youth Entrepreneurs

What business person wouldn't want a side of entrepreneurial insight with their cereal and coffee these days?

Youth Entrepreneurs will serve up just that, as entrepreneur Bill Rasmussen speaks at the 2011 Business for Breakfast. Join us to discover the inside story of this successful entrepreneur.

Youth Entrepreneurs provides high school youth with business and entrepreneurial education and experiences that will help them prosper and become contributing members of society.

We are a 501(c)(3) organization that is solely funded by the generous donations of individuals, foundations and corporations.

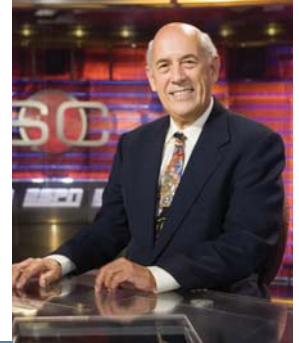
Youth Entrepreneurs is a yearlong class taught as a high school elective course by nationally certified entrepreneurship teachers. We provide hands-on experience, working in partnership with area businesses and mentors and culminates in the development and presentation of individual business plans.

Bill Rasmussen
ESPN

Fri., Nov. 18

7:30 - 9am

College Basketball Experience



It is safe to say that Bill Rasmussen changed the face of sports, and the face of television. His brainstorm for a 24-hour cable sports television station, born out of adversity, has become the *Worldwide Leader in Sports, ESPN*. Rasmussen founded *ESPN* in the summer of 1978. He had his innovative brainstorm for an all-sports cable TV network within days of his firing by the New England Whalers.

A life-long entrepreneur and sports fan, Rasmussen's innovations in advertising, sports and broadcasting are numerous and include not only the creation of *ESPN*, but also the concept for "*Sports Center*," wall-to-wall coverage of NCAA regular-season, "*March Madness*" college basketball, and coverage of the *NFL Draft*.



visit www.yeks.org for more information or tickets