



Girl's CEO Connection
(Girl's Creating Enterprising
Organizations)

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For more information contact:

Sylvia Scott
Girl's CEO Connection,
Direct Line: 949-951-2193
E: srjscott@mac.com
www.tinyurl.com/girlsCEO

Salina Truong
Alpha Kappa Psi, Stanford University
Cell: 626-872-55
E: salinat@stanford.edu
<http://www.stanford.edu/group/akpsi/>

TEEN GIRLS LIVES CHANGED EXPONENTIALLY THROUGH ENTREPRENEURSHIP

**Nurturing The Entrepreneur Within: Parents Need to Realize That An Idea or A Hobby
May Just Become a Profitable Business**

Laguna Hills, California... Women-owned businesses are growing at twice the rate of all privately held firms. Then why are there more teen male ventures compared to those started by teen girls? Some say it is because our culture continues to encourage girls to think only about fashion, how they look and being popular in high school. If that is the case, then why is it in teen business competitions, the female entrants often taken the lead over the male entrants?

Perhaps girls need to be taken more seriously by the adults in their lives when they have an idea for a unique product or service. After all, the idea may be a million dollar plus business.

On Saturday January 16, 2010 Girl's CEO Connection with the Pi Tau Chapter of Stanford University's Alpha Kappa Psi coed business fraternity (<http://www.stanford.edu/group/akpsi/>) will present the Realizing a Vision Conference. Leading women entrepreneurs will come together to motivate and lead high school girls with creating successful businesses while in school. The Realizing A Vision Conference will be held at Stanford University in Building 200, History Corner from 8:30 a.m. to 4:00 p.m.

Awista Ayub, Founder of the Afghan Youth Sports Exchange (<http://www.awistaayub.com>) and author of *However Tall the Mountain* (Hyperion, New York, NY, August 2009) will open the full-day conference. Breakout sessions designed specifically for young female entrepreneurs will be lead by successful California women business owners and leaders. *Justine* magazine and *Young Money* magazine come together to inspire the girls with resources from successful teen business owners. Conference attendees will meet potential mentors from National Association of Women Business Owners and Stanford's Alpha Kappa Psi coed business fraternity . The fee for full-day plus breakfast and lunch is \$15 for high school students, \$25 for college students and \$45 for adults. Advance registration is advised since seating is limited.

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While business schools and educators are seeing more and more interest from aspiring women entrepreneurs than ever before, young girls (age 12-17) are not always confident in their business abilities, according to research conducted at Simmons School of Management, in conjunction with the Committee of 200. The young women who had the most confidence were the ones who had either a strong entrepreneurial role model or some type of entrepreneurship training. Statistics now show that youth entrepreneurship is on the rise as a result of a decline in jobs for youth. A high school student attending the Realizing A Vision Long Beach conference summed it up this way, "Since I attended the last Girl's CEO Convention this past summer, I learned many good life skills I am happy to be using today. I cannot wait for the next one!"

Girl's CEO Connection was founded with the mission of engaging young female entrepreneurs to create, develop and market their businesses, while positioning them for national recognition and profitability. "Girls have a distinct way of learning that is different than boys," notes GCC founder Sylvia Scott. "Our Realizing a Vision Conference creates an all-female environment with successful women entrepreneurs and teenage girls. This provides the time and space to enlighten, enrich and encourage the girls to consider their entrepreneurial and leadership potential while learning how to develop their strengths and talents. They are given access to the extraordinary possibilities that are open to them."

Alpha Kappa Psi, founded in 1904 at New York University, is the oldest professional business fraternity in America, with more than 200,000 members and 300 chapters in the United States, Canada, and the United Kingdom. The mission is to provide students with real-world business skills, leadership experience, and the opportunity to form life-long friendships. Alpha Kappa Psi aims to develop principled business leaders who bring integrity, creativity, and passion to whatever field they choose to pursue. <http://www.akpsi.org/>

The Pi Tau Chapter of Alpha Kappa Psi, located at Stanford University, was colonized January 14, 1999. It was the first professional business fraternity on campus. The founding members of the Pi Tau chapter felt a need to establish an organization that stressed professional business skills with a strong camaraderie among the members. <http://www.stanford.edu/group/akpsi/>

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