



TEEN GIRLS LIVES CHANGED EXPONENTIALLY THROUGH ENTREPRENEURSHIP
Nurturing The Entrepreneur Within: An Idea or A Hobby May Just Become a Profitable Business for Teenage Girls. It's Time to Take Them Seriously!

Highland, 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.

The most recent Inc. Magazine's *30 under 30 Coolest Entrepreneur List* has an unprecedented number of young women on it. These 15 female entrepreneurs represent a trend for young females starting companies earlier than most women. Additionally, as with the 2009 Inc.com *Cool College Start-ups* the 2010 list of nine college businesses include two female owned businesses. The Goldman-Sachs Foundation with Girls Inc.'s "Camp for Entrepreneur" attracts teenage girls from across the country. Guardian Life Insurance's *Girls Going Places*® Entrepreneurship Award Program realizes the interest and importance of high school girls considering entrepreneurship as a means to financial independence.

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. "The *Realizing a Vision* conference creates an all-female environment with leading women entrepreneurs coming together to motivate and empower high school girls to create successful businesses while in school. It 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."

Ultimately, girls will make their own career and life choices. *Girl's CEO Connection* with its *Realizing a Vision* Conference gives high school girls possibilities to spark their imaginations, guidance to encourage their creativity and innovation and a culture to inspire their highest aspirations. <http://www.tinyurl.com/girlsCEO>