

News Release – for immediate use

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**HCCEF & Hardin County Farm Bureau
Partner on New E4D Program**

The Hardin County Community Endowment Foundation (HCCEF) and Hardin County Farm Bureau are partnering on a new project that will help young people in Hardin County learn about entrepreneurship. A new program, entitled Entrepreneur for a Day (E4D), is being offered this school year to every school district in the county. More than 270 fifth-grade students will be introduced to the fundamental principles of entrepreneurship.

“This unique, interactive program was designed by the John Pappajohn Entrepreneurial Center in Mason City and has been successfully implemented in that area for the past three years,” says Mary Pieper, Hardin County E4D Coordinator. “The program teaches students the distinct difference between becoming an entrepreneur and being a paid employee. An important goal of E4D is to get kids thinking -- at an early age -- about being a job creator versus a job taker. The program encourages students to view entrepreneurship as a career pathway.”

It is estimated that one-third of the students in classrooms today will, at some point in their life, start their own business. HCCEF and Hardin County Farm Bureau are committed to helping Hardin County students prepare for this future role.

Students become actively engaged in this two-day program by using their critical thinking skills, experiencing risk-taking, and weighing multiple options. E4D will also help these young people select classes during their high school years that can benefit them in their career choice.

As part of E4D, fifth graders make an on-campus visit to Ellsworth Community College to practice what they’ve learned. The primary learning activity incorporates ‘Play-Dough Economics,’ which actively involves students in the processes of developing a new business and creating a product. Their visit concludes with a tour of the Ellsworth College campus which offers youngsters a glimpse of campus life, with all its diversity, and validates the idea of attending college as a future goal.

HCCEF launched the first E4D program in 2009 as a pilot project with BCLUW fifth grade students. The program was so well received by administrators, teachers, students and parents that the Foundation board decided to offer this exciting and innovative program to every school district in Hardin County.

“HCCEF’s collaboration with Hardin County Farm Bureau on the E4D program connects young people with hopes, dreams, ideas and visions for the future with the spirit of entrepreneurship,” says Carol Gilbert, HCCEF Chair.

“Iowa Farm Bureau promotes the people, progress and pride of Iowa,” says Angie Nelson, Region 10 Farm Bureau Regional Manager. “This partnership shows Hardin County Farm Bureau’s continuing commitment to invest in the growth of rural and small communities for Iowa’s economic vitality and quality of life.”

Iowa Farm Bureau recognizes that the need for rural Iowa vitality is essential. The tally of agriculture’s impact, based on 2007 Census of Agriculture data, reveals farming is tightly linked to many Iowa industries. Production agriculture and ag-related industries directly and indirectly employ 17 percent of the state’s workforce and add \$72.1 billion to the state’s economy, or 27 percent of the state’s total. Many farm families work off farm for supplemental income, furthering the need for initiatives in rural vitality. Iowa Farm Bureau sponsors Renew Rural Iowa, designed to help increase the enterprise value of business in Iowa’s small towns to provide resources and tools to foster economic growth.

“The Entrepreneur for a Day program begins to teach these skills and introduce concepts at a young age. The Hardin County Farm Bureau partnership will create a strong relationship between entrepreneurial skills, enterprise ventures and agricultural opportunities.” adds Nelson. “We look forward to working with the Hardin County Community Endowment Foundation on this project.”

For further information on the E4D program, contact HCCEF Board Chair Carol Gilbert at 515- 855-4170 or facilitator Mary Pieper at 641-486-5457.