

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**THEY'RE VIBRANT, THEY'RE TALENTED, AND THEY'RE LEAVING: Luring Our Youth Back Home With Technology**

**By Jill St Claire, President – JSC Marketing, LLC**

**THEY'RE VIBRANT, THEY'RE TALENTED, AND THEY'RE LEAVING: Luring Our Youth Back Home With Technology by Jill St Claire, President – JSC Marketing, LLC**

What do the young people of Humboldt County do after leaving high school and college? Some can't wait to leave, and others want to stay but aren't satisfied with the job opportunities, or lack thereof, in this place they've known as "home".

The real question is — how do they perceive the options available: minimum wage retail sales, join a branch of the U.S. Military, the family farm, or just hanging out with their friends who are in the same situation.

Some, through their own entrepreneurial activities, see options for working from home or for business opportunities in their own community. Most however, are just glad to have found a good job somewhere, and "somewhere" usually isn't Humboldt County even though leaving home isn't what they really want.

The editor William Vitek says in his essay, Community And The Virtue Of Necessity, "What keeps a community together is the inability of its members to leave, either because of the dangers that lie outside the community—a forbidding desert or an enemy clan, for example—or the ties that lie within the community—traditions, laws, fear of being cast out, rejected, or destroyed." In recent times that has been mitigated (or weakened) by technology: automobiles, telephones, outside investments, ties to state and federal assistance programs, but some people do not feel that they can ever leave and continue a constant cycle of struggling with finding a means for economic security.

For many of Humboldt County's residents, their identities are heavily intertwined with their community. The importance placed on where they live and what keeps them there (other than "we can't just move the farm") seems to be the tranquility, the natural beauty, the perceived lack of crime, and most importantly, the people and relationships.

To prevent the loss of our productive population and the slow death of many of Humboldt County's smaller communities, as we've seen happen with all too many, we have an enormous responsibility to make this place matter enough for our young talented people to want to stay or return after attending college elsewhere. By garnering our connection to the technological age and educating our youth about the unlimited entrepreneurial possibilities technology offers, we provide opportunity and a mechanism for our youth to succeed. Having a job that makes use of the skills acquired in college would be an important step in keeping them here and luring those who've left back home.

While technology and the Internet alone may not revive an entire community, it can provide a good income in places where there are few traditional new jobs. Some good examples are: the GIS expert working from home in Hilo, Hawaii; pack goat supplies in Weippe, Idaho; the Tionesta students selling digital stories; the small ISP in Imperial, Nebraska; the future Spanish language institute being formed in Elsa, Texas; and the marketing of fine wood products in Orofino, Idaho.

A lot of us came here to escape citified life, to lose ourselves in a less populated territory. We strive to balance old traditions with our perceived understanding of the world beyond the Redwoods. That world is focused on the technological age. That world is focused on rapid changes. Along with our desire to remain removed from metropolitan mania, the fact is that economics factor into the equation and we now know that Humboldt County, in order to survive, must jump on board the technology train so that people here will be able to participate in education, economic pursuits . . . . the American way of life, without having to leave home.

Technology development is absolutely crucial to include in any economic planning. Just as it was unthinkable a century ago to plan for new enterprises without considering electricity, 21st century economies, whether national or village level, must include networked information technology. It is difficult to imagine how a town, county, company, state, region, can compete against, or work effectively with counterparts unless they are networked and much of the populace is conversant with the technologies.

It's been proven that technology changes people's lives. It lessens a person's isolation, businesses large and small can be run from home using a web server and low cost tools and services developed for just such a market, and electronic tools can help bind groups together in order to get a project completed much faster than using only the phone and postal mail for communication.

Doesn't it also stand to reason that advanced technology brings new business to Humboldt County, that e-commerce can revitalize "main street" by increasing small business revenue resulting in lower failure rates, that it will make it possible for more young people to return home after college, and that it will transform the way we citizens relate to and form our government?

Jill St Claire, Founder  
JSC Marketing, LLC  
www.DIGITAL-RETURNS.com  
jill@jscmarketing.com  
1.888.435.5156

JSC Marketing is comprised of a highly skilled team that now applies proven marketing strategies of Founder, Jill St Claire, to developing highly targeted, strategic Digital marketing and communication systems, expert website development, and custom Search Engine Optimization that provide businesses, both large and small, cost-effective, results-driven, simple solutions to achieving their business and marketing objectives.

## **Youth Entrepreneurship, A Disappointing Truth**

**By Michael Ross**

The psychology of entrepreneurship can be very rewarding to one who dreams of starting their own business. The freedom of being your own boss has billions of people seeking financial independence and other entrepreneurial expectations. But is entrepreneurship for everyone? Are there any restrictions on who can become entrepreneurs? Sadly, the answer is yes. Many people turn their heads when it comes to assisting young people with business projects, they believe age plays a vital part on the success of an entrepreneur, this in some cases causes the entrepreneur to abandon their dream.

Youth entrepreneurship has great wealth to it; it keeps youth out of trouble, adds growth to the economy, and establishes the opportunity for a better future of business to come. Youth is the age of anyone who is looked upon as young. Young entrepreneurs face many weighty problems such as obtaining start-up capital, leasing property, equipment and so on. When in grade school students were taught to plan for the future because they were the future. But if the present fails to make way it would be destroying the upcoming economy at an early start.

Many people have spoken on the importance of youth entrepreneurship, but few are planning for improvement. Most youth focused entrepreneurial organizations only educate on the "how to" portion of entrepreneurship. These organizations lack the resources needed to help youth secure start-up loans after their books close. What good is having an entrepreneurial education if there are no start-up funds to reward it? Locally to nationally youth entrepreneurship still battles for the headlines, hoping the discrimination would someday end.

So what about the government don't they offer funding? The U.S. Small Business Administration offers a large variety of guaranteed loan programs available to entrepreneurial minded individuals: however, these programs are not available to the younger generation due to the fact that they may not have a credit history. Therefore, I guess these loans are not so guaranteed after all.

Now let's not assume all youth or even most, have come across these problems. There have been many successful young entrepreneurs who have not encountered such setbacks and have made history. Everyone will not look upon youth as incompetent, just some who might have neglected themselves because they lacked skillful knowledge back when they were younger. The point is, help youth today so they will be able to help you tomorrow and the cycle will continue.

Since the age of 17 Michael has runned businesses throughout Massachuttes and Connecticut. Now age 21 he holds an Associates Degree in Management and Business Administration and is the author of "Green light Entrepreneurship" which will be available to the public in January 2004.

Youth Entrepreneurship, A Disappointing Truth  
Youth workers and educators offered free magazine  
The College Pride Organisation From The Start  
Make Healthy Profits -- Sell Youth-Preservers  
A Beautiful Carpet Sets The Mood Of Any Room

Write Around The World FREE!  
AX Gold's Website Guardian  
AX Gold Web Security Kit  
Home Remodeling Secrets  
Time Stretching Tips



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**