

FDU camp takes teens to world of business

Students even learn to start their own

BY SHAI BRONSHTein
SPECIAL TO THE DAILY RECORD

FLORHAM PARK -- You wouldn't know they had just finished presenting their plans for new businesses by the relaxed atmosphere, but the 21 members of the Discover Busine\$\$ Teen Camp completed an intense crash course in the fundamental workings of business on Friday.

The camp, hosted by the Rothman Institute at Fairleigh Dickinson University, ran for its fourth year this week. Students were taught everything from marketing to management.

The high school students recognized that "they would not learn this stuff anywhere else," said James Barrood, the director of the institute.

"There are camps like this across the country, but we wanted to host one where students could learn how to start their own business," Barrood said. "It is reported that seven out of 10 students want to start their own business one day. This program provided a basis for the future and a reference."

Claudia Kraft, a rising junior at Villa Walsh Academy in Morris Township, described the program as "a good introduction."

Each of the five days of classes was taught by a different instructor.

"With each professor, we had a different perspective. It was nice to see real-life perspectives of what we were learning," Claudia said.

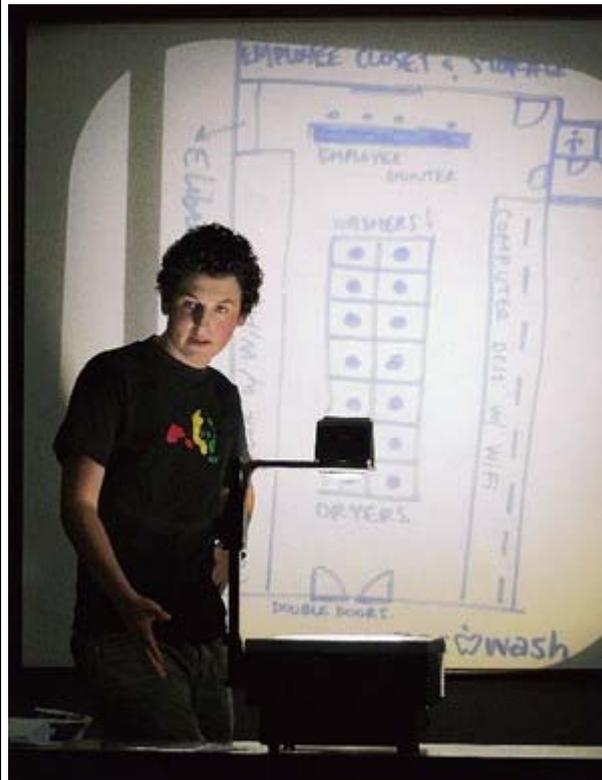
Barrood said this added to the program and helped keep the students' attention.

Aaron Peer, a senior at Watchung Hills Regional High School in Warren Township,

came across the \$490 program when his mother was conducting research. He is unsure what he will major in at college but felt that the camp taught lessons applicable to life in general.

"I valued the lessons about personal finance and budget very much," he said.

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Aaron Peer, 16, of Warren, presents his group's business project at the Discover Busine\$\$ Teen Camp at Fairleigh Dickinson University in Florham Park on Friday. The project, called a Mac Wash, involves a Laundromat that also provides Internet service.

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He, as well as other students, all had a very positive view of the personal finance and budget course. This section of the program included debt information, setting a budget and investing. They felt that it could benefit students with any future goals.

Dick Archambault, a professor at Fairleigh Dickinson and one of the minds behind the program, felt that the program was very successful from the standpoint of providing entrepreneurial knowledge.

"The word entrepreneur is a new word. It is also the key to the future," Archambault said. With companies outsourcing more, he said he believes the only way to succeed is to be the one creating and running the business rather than the one doing the labor. He called this the "curse of any successful nation."

"We are here to reach out to the high school students and give them an interest in and understanding of entrepreneurship," he said.

The culminating project was the formation of a business plan and its presentation on Friday afternoon. One of the most creative, according to Archambault, was called MacWash, a combination Internet café and Laundromat where college-age students could surf the Web while washing their clothes.

Another plan was a Salon, a high class spa in a wealthy area put forth by a group that included Arielle Sartenberg, a senior at Watchung Hills.

The camp will be offered again next year during this week in July at FDU's Florham Park campus.

Shai Bronshtein is a freelance writer.
