

A pathway to starting or growing your business

By Bobby Clark

Have you ever dreamed about starting your own business? Do you have an idea that could make money? Do you possess an entrepreneurial mindset—a mindset for success, whether you own your business or work for someone else?

When people hear the word entrepreneur, they think it means starting a business. It does, but it really means so much more. An entrepreneurial mindset is a framework for thinking and acting that can empower anyone to succeed, no matter their chosen path.

This fall in West Liberty, Harlan, Middlesboro, Barbourville, Beattyville and other communities, in-person reading and discussion sessions will be held on *Who Owns The Ice House?*, a book inspired by the life story of an unlikely entrepreneur. The program empowers learners by exposing them to entrepreneurial thinking, at the same time immersing them in entrepreneurial experiences to promote entrepreneurial skills. Drawing from eight core concepts, the program enables participants to learn directly from the firsthand experiences of real-world entrepreneurs who share their knowledge and experience throughout the course.

Participants who complete these reading and discussion sessions will learn to:

- Identify and evaluate opportunities that others overlook.

- Transform a simple idea into a sustainable success.
- Embrace an entrepreneurial mindset as a life-skill.
- Identify and overcome self-limiting beliefs.
- Interact with local entrepreneurs for critical guidance and support.

The program is hosted by Sustainable Business Ventures, a nonprofit that helps difficult-to-employee individuals create their own jobs through self-employment. Sponsored by Kentucky Highlands Investment Corporation with funds from the Small Business Administration and supported by Licking Valley RECC, the program is available at no cost to citizens in the Licking Valley RECC service territory and other eastern Kentucky communities.

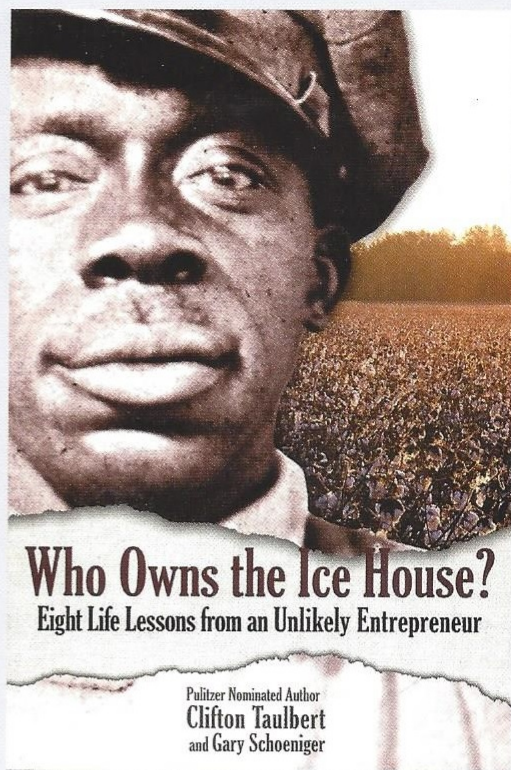
Participants also have access to an amazing group of technical service providers including the Mountain Association for Community and

Economic Development, SOAR Business & Innovation Champions, Kentucky Highlands Investment Corp.,

Southeastern Kentucky Economic Development, Small Business Development Centers, and SBA SCORE.

Commercial Bank of West Liberty, destroyed in the 2012 tornado, rebuilt two offices in the bank to serve as a model coworking and training space. Commercial Bank also

"Entrepreneurship is more than a business discipline—it is really a way of life."
Gary Schoeniger, co-author of *Who Owns the Icehouse?*



invested \$10,000 for computers and equipment to livestream this and other training programs to multiple sites in eastern Kentucky.

Online sessions are available for participants who do not live near the targeted communities. There will be five weekly 90-minute sessions. Are you a displaced coal miner, a high school junior or senior, a teacher or a parent? Do you have challenges in getting a job? Entrepreneurship can be a catalyst to success.

Go to www.sbventures.org/IceHouse to find out more details and register for this program; call (859) 227-0263; or email bclark@sbventures.org.

Bobby Clark is a speaker, trainer, serial entrepreneur and a developer of social enterprises. He is the founder & president of Sustainable Business Ventures, a 501(c)(3) nonprofit that helps difficult-to-employee individuals create their own job through self-employment. Clark is co-founder of the Kentucky Entrepreneur Hall of Fame.



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