



DAILY NEWS FETCH

August 6, 2012

Scheinfeld Center for Entrepreneurship & Innovation

A LEADING EDGE ENTREPRENEURIAL SCHOOL IN SANTA BARBARA



Santa Barbara has always been our favorite Southern California town – great biking, hiking, surfing and culture. But today, we discovered a whole new reason to love this gem of the Pacific Coast, [The Scheinfeld Center for Entrepreneurship and Innovation](#). This unique school takes the increasing demand for entrepreneurial education head on, and at the community college level, no less.

This afternoon, we enjoyed a wonderful beachside luncheon with Melissa Moreno, the school's Director. She has been instrumental in the creation and development of the Center. Only three years old, it's already getting the attention and support of several successful entrepreneurs.

Check out their [fireside-chat format conversations](#) with these notables on video at their site. These chats are jam packed with excited students interacting with real entrepreneurial successes.

Today's entrepreneurial students want case studies from real business founders. They want to hear their story and ask them practical questions about how they overcame hardship, challenges and undercapitalization.

Our economy has proven time and again that it's the entrepreneurs that create new businesses, new jobs, and innovation. Today, we face big challenges. For many graduates, sometimes the only source of employment is self-employment.

The Scheinfeld Center provides a big head start for anyone thinking about starting their own business, whether they are looking for credit, or just want to get the latest academic disciplines or practical tools necessary for successful entrepreneurship.

Like schools everywhere, they are struggling with the economy. This seems ironic since they are one of the obvious vehicles to turn the economy around. They deserve your interest and support, so please help pass the word about the Scheinfeld Center. We need more schools like this!

We were honored to be asked to present our experience to the Scheinfeld students next March. Now we have another great reason to visit Santa Barbara. We hope the lessons we learned, sometimes the hard way, will help the next generation of entrepreneurs to achieve success!

--By Michael Houlihan & Bonnie Harvey



About Michael & Bonnie

Starting in a laundry room with no money or industry knowledge, they built the iconic Best-Selling Barefoot Wine Brand - without advertising. In 2005, they monetized their brand equity and now offer proven business principles and real world experience.

To read more blogs like this one, or to sign up for their book, "The Barefoot Spirit," go [here](#).



DAILY NEWS FETCH
August 6, 2012

[Subscribe to NEWSFETCH Email Newsletter](#)