



news release

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FOR IMMEDIATE RELEASE

Western Reserve PBS Special to Showcase Young Entrepreneurs

*Six local teenagers call their own business shots in **Who's Your Boss?***

Who was your boss as a teenager — the owner of the local pizza chain? Manager of the grocery store? Parents of the kids next door? Six area teens who have bypassed working for others by owning and developing their own companies are profiled in a new production by Western Reserve PBS called **Who's Your Boss?** The production premieres on Western Reserve PBS on Saturday, Feb. 21 at 6:30 p.m. It also airs Sunday, Feb. 22 at 8:30 a.m. and 10:30 p.m. and Wednesday, Feb. 25 at 8 p.m.

In a reversal of roles, adult host Jeff Blanchard works for each young entrepreneur to get a real-life feel for the work that they do. Blanchard, a comedian and veteran radio and TV broadcaster, finds himself painting exteriors of houses, spinning vinyl at a dance party, sewing fur costumes and more. "These kids are phenomenal," Blanchard said. "They show others how it's okay to try whether you succeed or fail. They talk about the mistakes that they've made, but they keep moving forward."

Who's Your Boss? celebrates National Entrepreneurship Week, to be held Feb. 21 to Feb. 28, by profiling the achievements of the teens and the organizations that support them. Sole funding the the project is provided by The Burton D. Morgan Foundation.

Featured in the production are the following teens and their businesses:

- Adrian Lindsey, 17, a senior at Cuyahoga Valley Christian Academy and resident of Akron, created All-Net Sak, a nylon basketball carrier that is for sale at Quicken Loans Arena, Wal-Mart in Severance City Mall and online.

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- Blaine Mickens, an 18-year-old Clevelander who is a recent graduate of Whitney Young School, is owner of Estate Groomers, a landscaping business, and Young Picasso Painting, a residential painting company. He has five employees and ambitious future plans.
- Jake Penwell, 19, of Shelby, is a freshman at Xavier University. He helped start Albert Entertainment when he was in the 7th grade. The company offers disc jockey services. He is studying mortuary science and has also worked at a funeral home in Shelby since he was 14 years old.
- Naomi and Noemi Romero, 16-year-old twins and seniors at John Hay High School in Cleveland, own and operate their own fur-suit business, Cosfurs. In 2008, they won \$1,000 and first place in the E City business-plan contest for Cleveland students.
- Jaizhou Yang, 17, a senior at University School in Cleveland and resident of Beachwood, wants to capitalize on video game trends by holding and promoting video game tournaments for teenage and college-age students. He raises philanthropic awareness by donating a portion of the proceeds from the events to charity.

Western Reserve PBS hopes that **Who's Your Boss?** will inspire children, parents and teachers to want to learn more about youth entrepreneurship. To enhance the learning potential of the program, the station has created accompanying educational materials. In addition, the organization's Educational Services staff will host workshops in its eight-county service area and train educators in the integration of **Who's Your Boss?** materials in the classroom. For more information, call Western Reserve Public Media at 1-800-554-4549.

About Jeff Blanchard

Jeff Blanchard is a comedian and a veteran of radio and television commercials and industrial films. He has done voice-overs for clients ranging from supermarkets to every sports team in Cleveland. He has appeared in numerous television and film productions, including roles as host of the Western Reserve PBS instructional television series **Antarctica: 90 Degrees South** and **Math and Science Gumbo**. He can currently be seen on Channel 19 WOIO as "The Cleveland Guy," for which he has received both a regional Emmy Award and a Telly Award.

As a writer and producer, Blanchard has created commercials for the Ohio Lottery and live industrials for Progressive Insurance and PPG. He is very active in the Cleveland theatrical community, performing in various

theaters and comedy clubs such as Ensemble Theatre, Playhouse Square, Dobama Theater, The Kennedy Theater and Cleveland Public Theater. He is the co-founder and artistic director of Cabaret Dada and Something Dada. He also works regularly with the Cleveland Symphony Orchestra, appearing yearly as Santa Claus at Severance Hall and recently at Blossom Music Center.

About Western Reserve Public Media

Western Reserve Public Media is owned and operated by Northeastern Educational Television of Ohio, Inc., a private, nonprofit corporation and consortium of Kent State University, The University of Akron and Youngstown State University. A trusted community resource, Western Reserve Public Media uses the power of commercial-free television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire.

Western Reserve PBS, a service of Western Reserve Public Media, is the only broadcast television service that reaches all of northeast Ohio. It is available to 1.8 million households and 4.4 million people in the Cleveland and Youngstown designated market areas. In an average week, over 500,000 households tune in. Through funding from eTech Ohio, Western Reserve Public Media provides K-12 educational technology training and instructional television programming to 21,500 educators and 256,700 students in eight Ohio counties. For more information, visit WesternReservePublicMedia.org or call 1-800-554-4549.

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