

Chamber of Commerce and Utah 4-H Empower Young Entrepreneurs Through Successful Community Program

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The Beaver, Iron, and Garfield (BIG) counties Chamber of Commerce partnered with Utah State University Extension's Utah 4-H Entrepreneurs Program to bring hands-on business education to local youth. The partnership has resulted in new small businesses, increased community engagement, and measurable gains in confidence and entrepreneurial skills among participants.

The 4-H Entrepreneurs program, developed by USU Extension, empowers youth to create and manage their own small businesses. Through a series of workshops and mentorship opportunities, participants learn business planning, product development, branding, budgeting, and customer service, culminating in real-world sales experiences at local events and county fairs.

This year, the BIG Chamber of Commerce implemented the 4-H Entrepreneurs curriculum for the first time as a local pilot. Chamber members, local educators, and Extension volunteers mentored youth entrepreneurs throughout the process. As a result, youth formed real businesses, created marketable products, and learned the value of hard work, creativity, and community connection.

"It's exciting to see the community and businesses come together to support our local kids," said Tara Tucker, member relations coordinator of the BIG Chamber of Commerce. "The energy and innovation these young

people bring to our community is inspiring. It's economic development at its most grassroots level."

Shiloh Tippetts, a local homeschool coalition leader, BIG Chamber volunteer, and organizer of the local 4-H Entrepreneurs program, said they used USU Extension's curriculum to teach youth about the basics of entrepreneurship, including product development, customer service, and basically everything they need to know to start their own businesses and be successful.

"We want these kids to learn to see the needs in our community and think creatively to build businesses that address those needs and serve others with real-world experience," Tippetts said.

According to USU Extension's 2024 4-H Entrepreneurs Impact Report, more than 740 youth participated statewide, launching over 250 small businesses. Program evaluations showed an 83% average knowledge gain and a 71% increase in confidence to apply business skills in real-world settings. These measurable outcomes demonstrate the program's effectiveness in preparing youth for workforce readiness, financial literacy, and future leadership.

"When local chambers and 4-H programs collaborate, youth see that their communities believe in them," said Kelsey Romney, USU Extension associate professor of youth programs and 4-H entrepreneurs developer. "BIG Chamber's leadership shows what's possible when we invest in our next generation of entrepreneurs."

The 4-H Entrepreneurs program continues to expand through school partnerships, local 4-H clubs, and community organizations across Utah and neighboring states.

4-H volunteer Caleb Hatton created [a video about the program](#).

For more information about bringing the 4-H Entrepreneurs Program to your community, visit www.utah4h.org/ENTRP.



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