

The Virgin Islands Consortium

FREE Entrepreneur Class Tonight In Sion Farm

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Cynthia Graham **October 15, 2014**



Aspiring entrepreneurs and business owners on St. Croix seeking to learn ways to succeed in business are invited to attend a free class titled, "The Dynamics of Entrepreneurship 101" on Wednesday, October 15 from 6 p.m. to 10 p.m. at the V.I. Small Business Development Center located at 4100 Sion Farm Shopping Center, Suite 16, in Christiansted.

Hosted by the V.I. Economic Development Authority (VIEDA), tonight's class is the first in a series of sessions that fall under the Entrepreneurs Incubator Institute's (EII) Entrepreneurial Development Program.

Devin Robinson, chief executive officer of EII and a native U.S. Virgin Islander, will conduct the class.

"At the EII, I delve into the mindset of individuals that will allow them to determine where they want to go in business," Robinson said. "This class is for entrepreneurs and employees of businesses owners, business owners who desire to provide their employees with an exposure to the concept of business management."

Robinson, a successful entrepreneur himself, is a former Pulitzer Prize-winning newspaper columnist for the *Virgin Islands Daily News*, among other notable accomplishments.

VIEDA's Chief Executive Officer Percival E. Clouden, said of Robinson's participation, "It is certainly a great opportunity for us...to work with individuals such as Devin Robinson. Mr. Robinson has not only been successful in his own businesses, but has a strong desire to give back to the V.I. community by sharing his experiences and training others on how to prepare themselves to be entrepreneurs."

The 12-month program will offer classes once a month for four hours. Topics will include, "What Makes Entrepreneurs Tick? An Approach that Works," "Making Raw Ideas Earn," "Capitalism vs. Altruism," "Pricing Strategies," "Productive Networking," and "Understanding Business Relationships." Attendees will also learn how to develop the proper mindset for owning a business.

Although there is no cost to attend, registration is required. Interested persons may contact Lisa Ann C. James at (340) 719-2037 or by email at ljames@usvieda.org.

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